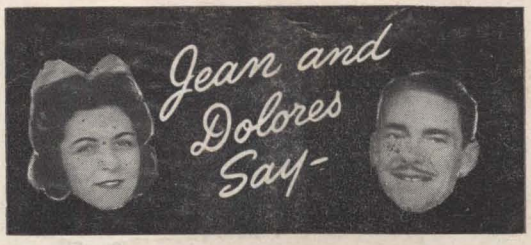
THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

August, 1949



Now's the time to plan your fall music requirements to insure maximum play and maximum profit in the months ahead.

Our organization has been painstakingly built around service to you, the operator; regardless of whether you make a purchase or not, we want you to drop in and discuss your problems because we know we can help you.

By now you most certainly have heard about the revolutionary music system, the Select-O-Matic 100, and how it has opened new horizons of opportunity for progressive music men. We want to tell you about the Select-O-Matic 100, and what it can do to rejuvenate your route. Unfortunately, we cannot get immediate delivery of all the Select-O-Matic 100's you desire, but by astute planning and anticipating future needs, we can help you achieve and maintain a healthy operation.

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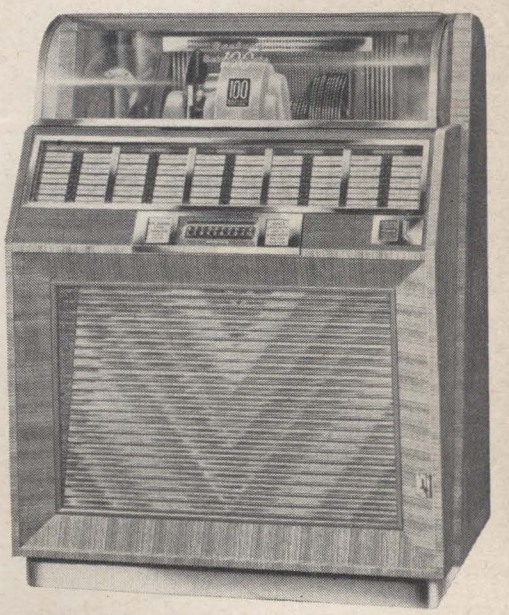

ONLY THE Select-o-matic 100 HAS "MUSIC FOR EVERYONE"

Obviously, the latest "pop" tunes have an important place in any music system — Seeburg recognizes that. But Seeburg also knows that other kinds of music have a wide appeal and will result in new business for music men — the new and revolutionary Select-O-Matic "100" has proved this in thousands of locations.

When a Select-O-Matic "100" music system is installed, there's "music for everyone." For example, there are "Hit Tunes" for the younger crowd — "Old Favorites" for sentimentalists — "Classical Selections" on both 10 and 12-inch discs — Regional Songs for visitors.

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J. P. SEEBURG CORPORATION
Chicago, Ill.

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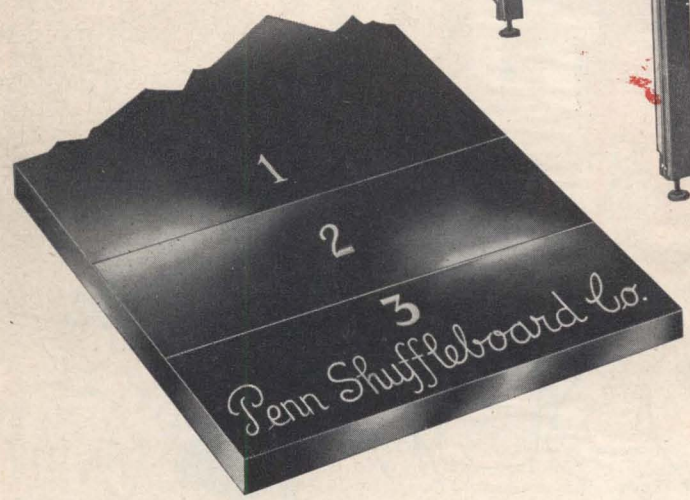

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That know-how has resulted in Penn's Black Beauty, the only shuffleboard with the patented Cosolite playfield, that players, locations and operators everywhere praise for its remarkable true, fast playing surface . . . and its amazingly long, service-free life.

Switch to Black Beauty today. You'll find it's the most profitable board you ever operated!

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Cabinet Makers Since 1888

THE COIN MACHINE REVIEW for August, 1949. Vol. 17, No. 1. Published monthly at 1115 Venice Blvd., Los Angeles 15, California. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $5.00 for two years—$3.00 for one year. 50c per copy.

Your business no longer depends on the all-too-short life span of a few popular "numbers." Of course, "Hit Tunes" are one of the musical classifications on Select-O-Matic "100" Music Systems.

But—IN ADDITION—there is "music for everyone"—music for people of every taste—every age—every calling—including "Classical Selections" on both 10 and 12-inch records.

This greater service is offered by only one music system—THE SEEBURG SELECT-O-MATIC "100".

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

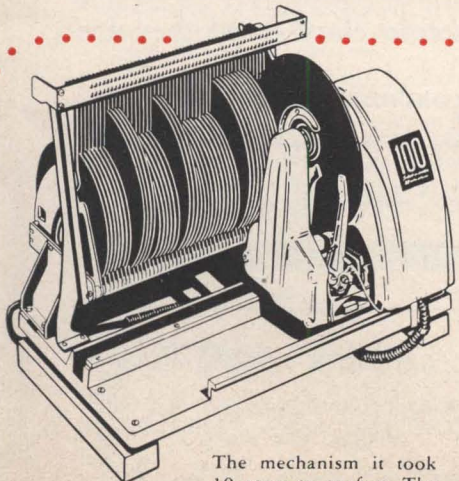
J. P. SEEBURG CORPORATION
Chicago, Ill.

America's Finest and Most Complete Music Systems

"Music for Everyone" offers NEW OPPORTUNITIES TO PROGRESSIVE MUSIC MEN

SEE YOUR SEEBURG DISTRIBUTOR today!

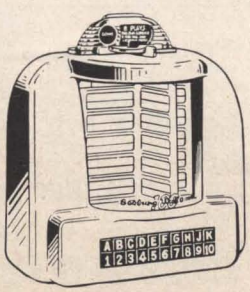
Select-O-Matic "100" Music Systems offer greater opportunity because this modern equipment has substantially broadened your field of operation. Today, people who never before played a coin-operated phonograph are playing the Select-O-Matic "100". Today, fine restaurants, elite cocktail lounges, even private clubs—places of business that were never considered a part of the coin-operated music market—are Select-O-Matic "100" locations. Your Seeburg Distributor will tell you how you can enjoy these greater opportunities with Select-O-Matic "100" Music Systems.



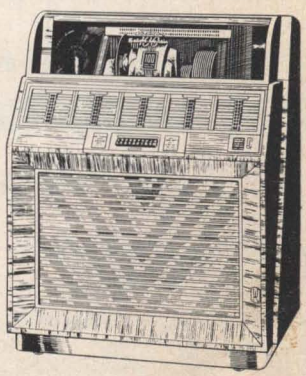
The mechanism it took 10 years to perfect. The mechanism that was tried—tested—and proved in industrial-commercial music systems before being introduced to the coin-operated phonograph industry.

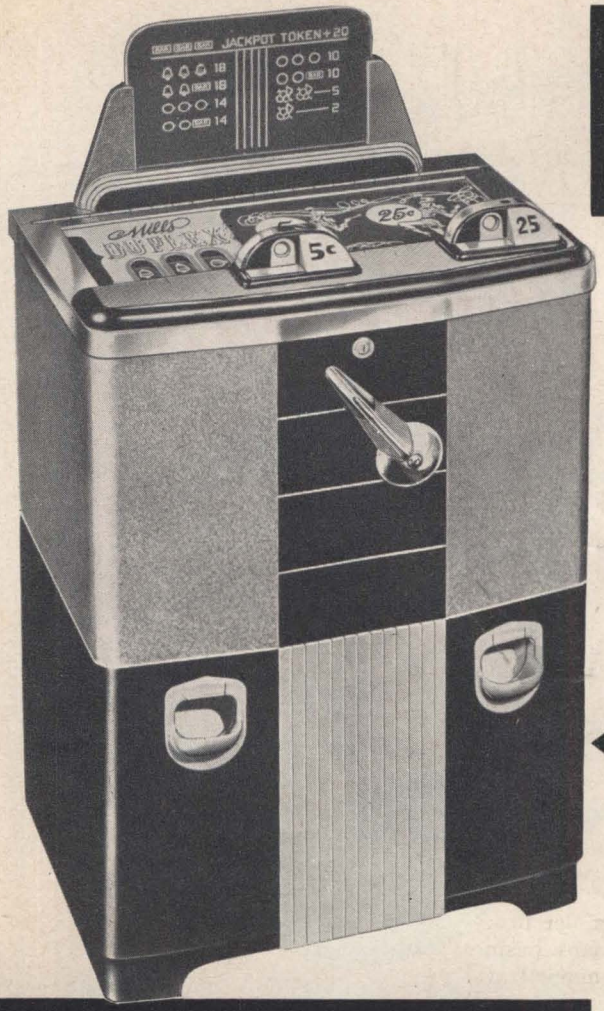
Select-o-matic 100 MUSIC SYSTEMS

The Select-O-Matic "100". Plays 100 selections —all visible at one time. Plays 10 and 12-inch records, no pre-setting. New sales appeal—completely visible operation intrigues public.



The Wall-O-Matic "100". 100 selections of music right at the finger tips of guests. Attractive. Compact. The most amazing remote selection system ever developed.





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AT LAST a console Bell at a price within the reach of all operators. Mills Duplex is the most reasonably priced console Bell on the market; it is truly a remarkable value. A standard Mills Bell family mechanism is used and no extra tool or die expenses are involved; that is why it is priced so low. The cabinet is big, luxurious and rich in color design. It has two coin chutes and they are made in these six combinations of play:

5c • 5c	**5c • 25c**	**10c • 25c**
5c • 10c	**10c • 10c**	**25c • 25c**

There is no extra charge for nickel, dime or quarter coin chutes! The most remarkable coin machine buy on the market today.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS · 4100 FULLERTON AVENUE · CHICAGO 39, ILLINOIS

THE COIN MACHINE REVIEW

AUGUST, 1949

The 193rd CONSECUTIVE MONTHLY ISSUE

For the Wrong That Needs Resistance . . . For the Cause That Needs Assistance . . . For the Future in the Distance – and the Good That It Can Do!

PAUL W. BLACKFORD, *Editor and Publisher* — WALTER W. HURD, *Executive Editor*

LOUIS KARNOFSKY, *Advertising Manager*

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Summer Trade Above Predictions

BUSINESS REVIEW . . .

For the Coin Machine Industry, the months of July and August usually pass pretty much the same. Since the war coin machine manufacturers have been getting into the swing for fall trade by mid-August and the same general practice may be anticipated this year. Manufacturers of machines have by this time made a sound estimate of what volume of production the trade may be expected to absorb, but industries that cater to the general public are still in the midst of trying to estimate what output level will meet current demand—and no more.

Press, radio and other mediums are alive with opinions and guesses on the trend of business and operators will be influenced decidedly by the views on general business that are heard everywhere. It will influence their fall buying.

On the cheerful side, the consuming public is showing much more optimism, buying more goods than had been expected. Retail trade has held to a much higher volume than reports on dollar sales really show, because lower prices do not give the same high dollar volume as last year.

This year, business and industry has slowed up much faster than the consuming public, has speeded up the recession during May and June and into July by doing so. Industry has shown more alarm than the mass of consumers. Back of this slowing up in industries is an effort to find a production level in keeping with what will be the level of demand for goods—and this is a real problem.

In addition to the high level of consumer spending, other cheering points in the summer business picture include the activity in the auto and building industries. What happens to steel by September will be

(See BUSINESS REVIEW, Page 12)

Coin Machines Share Conditions That Mark 1949 Summer As Normal

by Walter Hurd

CHICAGO—The summer tourist and vacation business reached higher levels in July than had been predicted; recent reports indicate a normal season and operators of coin machines are sharing in the wide variations that prevail in conditions that may be called normal.

Predictions on summer tourist business tended to be on the gloomy side, earlier in the year, many business leaders fearing that the so-called recession would discourage summer travel in general. Even as late as mid-June many of the travel agencies were inclined to be pessimistic. The oil companies in March were revising their estimates of gasoline downward for summer travel.

Memorial Day, usually regarded as the first indicator of what summer travel will be, was not on the optimistic side. But the principal summer resort areas noted a pickup in reservations by late June and the long July 4 weekend seemed to put summer travel into a full seasonal swing.

Business establishments that cater to tourists have reported conditions that may be called "spotty" and such is a normal season. In all normal years, some territories and some lines of business gain from summer travel while others lose. Operators are almost totally dependent on the traffic which locations draw for patronage of their machines, and hence their business goes up or down during the summer as traffic in locations rises or falls. Many operators do some shifting for the summer but the major part of coin machine placements seem to stay put, and in readiness for fall business.

Earnings of most types of coin machines

The Review Calendar...

IMPORTANT DATES

Aug. 4 —Coast Guard Day.
Aug. 7 —Friendship Day.
Aug. 14 —V-J Day.

CONVENTIONS

Aug. 8-11—International Apple Assn., annual convention, Chicago.
Oct. 24-26—National Assn. of Popcorn Manufacturers, annual convention, Palmer House, Chicago.
Oct. 24-29—International Assn. of Ice Cream Manufacturers, 45th annual convention, Los Angeles.
Nov. 7-9 —National Assn. of Retail Ice Cream Manufacturers, annual convention, Hollenden Hotel, Cleveland.
Nov. 14-17—American Bottlers of Carbonated Beverages, annual convention, Detroit.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit, Atlantic City, N. J.

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For Coin-operated Equipment, Parts and Supplies
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are definitely affected by the various shifts that occur during the hot summer months. Cigarette consumption probably remains more stable than any other product related to the Industry. A big majority of cigarette operators say modestly that summer tourist trade helps their vendor sales some. In the Chicago area a large operator says "No," but in this big city cigarette machines are largely confined to industrial locations by city law. Cigarette operators draw a distinction between factory locations and popular establishments in relation to summer sales.

Vendors are playing an ever increasing part in sales of soft drinks and have shared in the big summer spurt that came to soft drinks with the hot weather that spread over the nation in June and July. The entire soft drink industry was taken by surprise, after having cut inventories heavily earlier in the year, and some shortages were reported recently.

Reports on music and games have followed a typically normal season. The mainstay locations for the operator's year round business have generally reported a small decline. Some of the summer resort areas in the northern states have reported a more favorable attitude toward consoles.

A REVIEW digest of the reports that shed light on summer traffic and trade reveals the following:

1. Most authorities say that 80 per cent of the summer traffic is by auto, hence gasoline sales and filling station trade should shed some light. As mentioned, early in the year the oil industry predicted a falling off in summer demand for gasoline. But estimates have been recently revised to show a general increase of about 10 per cent over last summer.

Fifteen states this year raised their gasoline taxes but this has not acted to discourage auto travel, current reports say. One state that raised its tax two cents (tax now seven cents) reports a good increase in gallonage sales.

2. The auto industry confirms these reports. Demand for used cars led to an increase in prices in June, when all predictions had been for a crash in used car sales. New car demand has also remained high. A general report says there are about 24 million cars that can be counted as a part of the summer traffic season.

3. Travel agencies reported demand for the more expensive places down considerably in June and early July. As last summer, the trend is more and more to motels, cabins, etc. Some of the winter resort states, such as Florida, have reported a bigger summer traffic than usual. Travel overseas has increased, but Canada has reported fewer American tourists.

4. The trend is toward shorter vacation and auto trips, as last summer, and the parks are drawing increasing crowds. The big power dam areas in the Tennessee Valley and in the West are drawing bigger crowds. Early July reports said tourists are spending less, which is a report to be expected.

Actually, the dollar volume of business in most lines that gain by summer travel is well above the prewar level. There may be declines from the last two years, but business is definitely higher in dollar volume than in prewar years. Prices are also lower on many items, except on gasoline.

5. Reports at this time were incomplete on what part mass vacations in plants and factories played in the summer picture. One survey report said the trend this year is toward staggered vacations for factory workers, and this decreased the total number of entire plant closings. The long July 4 weekend encouraged plant closings, however, and the steel industry reported a definite decrease in orders on this account.

Milwaukee reported a big reversal in the mass vacation idea among its plants; last summer 120 plants closed down completely and this summer only 71 reported closing; resort owners complained last summer because of the overload early in July.

Los Angeles industry reported a decrease of about 10 per cent in plant closings for mass vacations this year. Cleveland seems to be about the only city that has reported a real increase in mass vacation closings, about 60 per cent of 358 plants following the plan.

A summary of reports suggests that the tourist business has held at a higher level than had been predicted, much above prewar business levels, and that the summer of 1949 may be regarded as normal—operators sharing in the condition of the times.

C. J. Anderson

C. J. Anderson, in charge of *THE REVIEW'S* Chicago representation for the past 15 years, passed away at the St. Francis Hospital in Evanston July 10th at the age of 81. Funeral services were held July 13th at the Park Ridge Community Church.

During his years of representing *THE REVIEW* Mr. Anderson made legions of friends in the Coin Machine Industry and his frequent calls, his cheerful greeting, and his optimistic philosophy of life will be missed by many.

Here on *THE REVIEW* we have lost a distinguished member of our organization. "Distinguished" never, insofar as he might have judged himself. Great pride he had in his place in the advertising profession; in the *COIN MACHINE REVIEW* and the fulfillment of his duties in conjunction with his representation. Yet, to the last, he remained unpretentious.

Easy to know, quick to befriend, and generous of his seasoned good judgment, Mr. Anderson will long be remembered by those he leaves behind on *THE REVIEW* and in the Coin Machine Industry. His place in our organization can never be filled, but we sincerely hope that the indelible impressions he has made upon us will be so interpreted by those who follow that *THE REVIEW*, in part, may be his true memorial.

Farewell, Mr. Anderson—time will not dim the memories that live on in the hearts of your friends!

—PAUL W. BLACKFORD

I had known the late C. J. Anderson before I became associated with him on the staff of the *COIN MACHINE REVIEW*. In attending meetings of the coin machine trade, his cheerful presence was always something to look forward to, as I recall him now over the past many years.

CJ, as we called him in *THE REVIEW* family, was one of those rare people who could be a cultured gentleman at all times and yet never bore people, could be friendly and human in every respect. There was something about his personality that always attracted and made many friends for him. Many people in the coin machine trade have spoken to me in praise of his good cheer.

CJ had a long and successful career in the advertising world, knew personally some of the early giants in the profession, and many advertising men who have come into the profession since do not know of his early work to help build up the ethics of advertising, such as his part in shaping ABC, etc.

Quite a number of newspapers beyond Chicago also know of him and his good work. I was quite surprised once, in returning to my home town on vacation some years ago, to learn that C. J. Anderson had consolidated the two newspapers into one good one and was well known in the town. I learned that he had helped consolidate a number of newspapers over the country.

While CJ had newspaper advertising accounts as a part of his business, he had grown more and more to center his interest in *THE REVIEW* and wanted to end his long and busy life in working for it. That he did, and many in the trade know that, for a man 81 years old, he really could deliver the goods.

His associates in the advertising business, Paul V. Elsberry and his staff, who take over his contacts with the coin machine trade, will be inspired by the life work of C. J. Anderson.

—WALTER W. HURD

Elsberry Takes REVIEW Post

CHICAGO—Paul V. Elsberry has taken over the Chicago representation for the COIN MACHINE REVIEW, succeeding C. J. Anderson who passed away on July 10th.

Elsberry was associated with Anderson for a number of years and will continue from the same offices at 35 East Wacker Drive, CENtral 1-1112.

HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS

Sold Thru Dealers Only
Slick Shine specialty waxes and cleaners for Shuffleboard assure smooth, fast, accurate play. Contains no plastics or other injurious ingredients. Guaranteed not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

"SLICK" SHUFFLEBOARD POWDERED WAX
"SLICK" SHUFFLEBOARD QUICK DRYING CLEANER
"SLICK" LIQUID SHUFFLEBOARD POLISHING WAX AND CLEANER
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Territories Open! Write for Price List.
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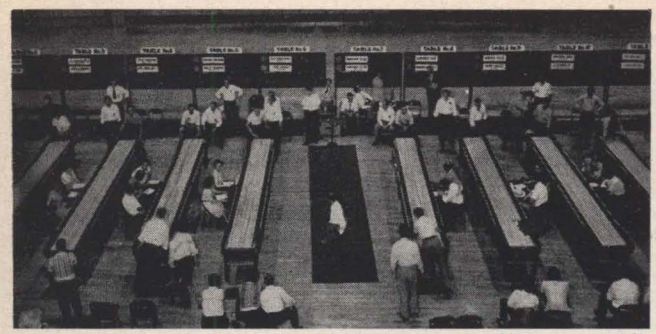


June saw two big Shuffleboard Tournaments held in the middle west in Springfield and Chicago, Illinois. Above photo shows the State of Illinois National Shuffleboard Leagues Tournament in progress at the State Armory in Springfield. Event, sponsored by National Shuffleboard Co., had a capital prize of $500 and a new National 49er Shuffleboard. On the right is a pre-tourney shot of the Chicago Coliseum which was the locale for the Standard Four State Shuffleboard Tournament. Meeting attracted 2,000 contestants who vied for over $15,000 in cash prizes.

Planning Made Illinois Tournament A Success

by T. C. BROWNE

Advertising Manager, National Shuffleboard Co.

Newspapers and the trade magazines had much to say about the State-of-Illinois shuffleboard tournament held at Springfield for three days, opening June 10, hailed as a precedent in statewide tournaments of the kind. It is because this tournament will be the inspiration and an example for many other state tournaments that the writer is glad to mention some of the highlights of the event from the standpoint of the National Shuffleboard Co., the firm that sponsored the tournament.

Naturally, our firm is interested in manufacturing and selling shuffleboards. It was organized some 20 years ago and has been promotion-minded in every respect in all that time. It has never relaxed an iota in its drive to help make the public shuffleboard-conscious. The sponsoring of statewide tournaments is a part of the big program, and a very important part.

As a manufacturer, our firm doesn't end its contacts with merely selling boards. Purchasers are aided in many respects—even to promoting play in every possible way. Our firm doesn't cover up its efforts in this direction. It is not giving any secrets away by aiding in promotion tips. A suggestion here, a bit of advice there, is healthy for the entire shuffleboard industry—and we have never stifled any ideas that might help the industry in general. That's why we can point with pride to the many promotional angles that have been initiated.

National has field supervisors who serve as the axis of promotion ideas, ably assisted from the home office in Orange, N. J. A new monthly publication, called *National Shuffleboard News*, has even been started to spread all the ideas and information possible about shuffleboard. A progressive organization, and all the promotion angles possible, helps to make more dollars for everyone who purchases shuffleboard.

The State of Illinois tournament is rightly regarded as a feather in its promotional cap for National. The success of the event and the results were surprising. The event retained the interest of older players, developed new ones, and opened up a vista of free publicity through the press and radio. All this helps us to sell more boards, and better, it helps those who own boards to make a better return.

We can feel proud of the fact that the tournament produced a sale of 12 new *National 49er* shuffleboards before the tournament was 24 hours old. The event required a careful blue-printing from the start and much time was spent in mulling over all the plans. Because of all this planning, the Illinois event will most certainly serve as a pattern for many state tournaments to come, perhaps next fall and winter, avoiding the torrid summer months when league play does have a slight drop.

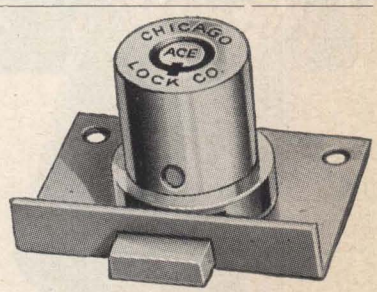
In all, there were close to 600 individual players among the 72 teams represented. Some of the teams were good, the majority could be called excellent insofar as team match play is weighed. The eight teams which hurdled into the championship or money rounds were polished, offering adroit playing. And the best proved to be the Anchor Club of Peoria, which defeated Rudy's Inn of Springfield in the finals, 5-2.

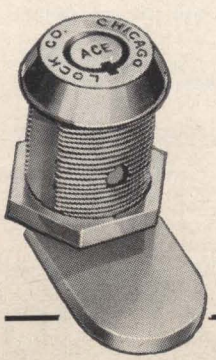
A small entrance fee was collected, but the prizes were alluring. In all, $1,200 in cash, a new National 49er Deluxe shuffleboard, a 22-inch trophy, and plaques for each of the winning players were distributed. For instance, Anchor Club of Peoria, as the champion, was awarded $500.00 in cash and plaques to the players. The sponsor of the team received the new shuffleboard.

The impact of these awards was seen and heard when all prizes were distributed at a dinner given at the Elks Club. The crowd of 200 persons—members of the winning eight teams, their captains and sponsors—as well as guests—whooped up things so much that the press gave it a marvelous coverage. What added more color and lustre to the tournament as well as dinner, was the fact that Mayor Harry Eileson of Springfield, with four other city officials, not only turned up at the opening ceremonies at the State Armory, but one of the commissioners appeared at the Victory Dinner. Few angles for publicity and the promotion of shuffleboard were missed. As a matter of fact, National threw the book in this promotional drive—and it succeeded in getting results from a tournament that

Much importance will attach to the scheduled meeting of manufacturers of shuffleboards and equipment, to be held at the Sherman Hotel, Chicago, August 1 and 2. The St. Louis conference indicated the interest—and the problems—from the players' standpoint. Manufacturers also have many angles to consider at their meeting, which was scheduled too late to be reported in this issue.

Keep calm . . . and collecting!





● With Chicago ACE Locks looking out for your interests, you can stop worrying about "Light-Fingered Louies."

That's because ACE Locks provide the finest 7 pin-tumbler security, over 80,000 key changes, registered changes for your exclusive use, and the ACE round key that defies unauthorized duplication.

So for *real* peace of mind, ask your jobber for ACE Locks or write Dept. MR for full information. Sizes to fit all types of equipment.

BETTER BUILT

INSIDE AND OUT

Chicago Lock Co.
2024 NORTH RACINE AVENUE
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had no paid admissions. That fact was announced from the very start of the tournament, some five weeks before the actual playing even got under way.

Our firm, however, didn't end its promotional angles with the climax of the tournament. In fact, all the pictures, all the press clippings—all the angles—will be condensed into a book for distributors to display around the country. It gives a smashing pictorial review of what actually developed at Springfield and we, at National, feel that this type of promotion work will not only help National, but the entire industry.

While the average location owner can't promote the kind of setup that occurred at Springfield, he can, if alert, create interest. He can start leagues—the lifeblood of the sport. Once he has created that, he will have spirited competition—and news for his local newspaper. He also can get pictorial value from his boards if he contacts a photographer. In many parts of the country, manufacturers' representatives will pitch in and start leagues with the owner's approval. In that respect, National has a cracker-jack man in that field of work, Sol Lipkin. Though one of the firm's oldest employees, he's young in years, a thinker, and a so-called hustling salesman. He helped put over the Springfield Tournament with the aid of local men there.

The East has been lax in this type of promotion. It never had the pay-for-play setup; but in some parts of the East, location men are starting it. This is encouraging because it means new shuffleboards will be replacing the old and out-moded type. The East had league play at one time, but it tapered off. The heavy war business period, perhaps, caused shuffleboard to drop its league play. But the trend is different today. The locations need a business hypo and are looking for shuffleboard to keep customers in line for hours. Television is no longer a fad. Many a business man has placed a high-priced television set into his establishment. He does fair business, but he can't hold that business over a long period—as shuffleboard can.

That's why there's a new feeling, a new interest, in the East despite heavy taxation of the boards. But most Easterners are in the thinking groove again in regard to shuffleboard as a money-maker, and are starting league play with the idea of putting over the pay-for-play games. We are pounding the pay-for-play angle heavily in the East. We are doing it through our own publication; through publicity in various columns of newspapers, trade magazines and sports columns. It promises to bear some fruit, but there is hard work ahead. The overall picture may change. If the East ever re-converts to league play, we may then be in a position to put over our biggest aim—an All States tournament, and perhaps even a World Series of Shuffleboard. The idea isn't far-fetched.

It will take the sweat of the industry's brow, the know-how, the hustle, the willingness to promote and keep on promoting. We are eager and willing to do our share—and will. If anything can put over the eastern angle and then a World Series, it will be hard-hitting promotion work. The start of it is in locations.

St. Louis Shuffleboard Meet Holds Industry Spotlight

by Robert Latimer

The First Annual Conference on Table Shuffleboard, held in St. Louis June 27 to 29, at the Hotel Claridge, proved a resounding success as a preliminary get together of players, manufacturers, distributors and allied trades, but left many "bugs to be ironed out."

The Table Shuffleboard Assn. achieved a really remarkable feat in assembling a full program and more than 300 conventioneers.

Due to the large number of speakers in the player-distributor-manufacturer joint meet, extemporaneous speaking was limited to 3 minutes, while parliamentary procedure was abridged in the matter of voting. Each manufacturer was given one vote, each player and distributor the same. Non-sponsored players, attending without delegation from a manufacturer, were permitted to sit in on the sessions, but could not vote.

The program opened with a general session for all, with general chairman Lee S. Wheeling on the rostrum. Greetings from the St. Louis industry were tendered by Walter Gummersheimer, head of Lindell Sales Corp. Objectives of the conference were explained by Ed Mullen, editor of *Shuffleboard News*, and Irving Sandler, of Des Moines, Iowa. Then the group split up into manufacturers, distributors and players. Manufacturers heard Adolph Braun, president of the Shuffleboard Co. of America, speak on "Bury the Hatchet." Braun pointed out that stress and conflict have been a serious drawback in setting up a standardized game, equitable commission and fee arrangements, and outlined plans whereby all concerned could benefit the game by settling upon standardized methods in each part of the country.

In another auditorium players heard "Get Acquainted" from Al Jarvis, Runnymede, N. J. chairman. Introductions and some discussion of the need for rules followed. In the Wedge Room of the hotel, distributors and operators were likewise introduced by Irving Sandler, Martin Balensiefer and Louis Ritter, veteran distributors.

Lead talk of the first afternoon session was by John C. Schanzle, of Chicago, on "How Can We Set Up a Strong Distributor-Operator Unit within the TSAA?" Importance of immediate operation as a tight organization to meet slumps in sales and receipts was stressed by Schanzle. It was proposed that distributors and operators work out standardized buying, operating, financing and installation plans on a test basis, with later recommendations for organization plans.

Manufacturers and players met for a discussion on adoption of official rules at another auditorium, with Adolph Braun and Gus Stumhofer, as chairmen. Reports by William Raab, of American Shuffleboard Co., and Dean Douglass, of Standard Shuffleboard League, covered tests of various rules and their results.

A compelling discussion, during which a dozen speakers advanced their ideas, followed in "Profits and Promotion" for distributors and operators, in the late afternoon. Stunts by which operators had increased play, means of getting location owners to boost the game, good advertising, etc., were outlined, for the benefit of the group.

On the second day an important subject for distributors and operators was "Scoring Devices—Sales to Locations." Experience of operators with increased play due to colorful scoring boards, and the successful

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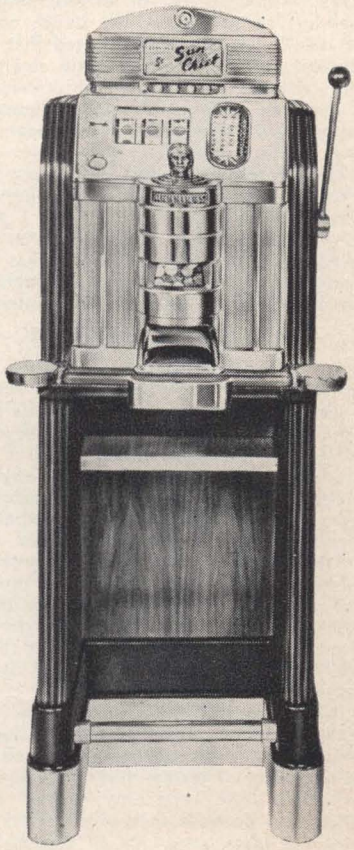
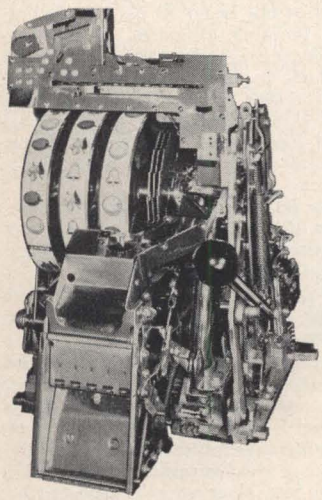
We'd like to acquaint you with our new lite-up and solid front Sun Chiefs in counter and console model . . . our popular Monte Carlo models and twin-play Challenger. May we suggest you contact your local distributor, or fill in this form and mail it to us today. We'll see that you get full information on all our new models!



Super Deluxe Sun Chief available in either console or counter model



The Chief Mechanism as it looks removed from the case

HOW ABOUT BECOMING A JENNINGS DEALER IN YOUR LOCALITY?

In many states we have open territory for a dealer. Here's an opportunity for you to enjoy the advantages of quantity discounts on Jennings Chief machines which you purchase for resale or for your own use.

If you are using Chief-type machines and have a service department to take care of your own machines, you can sell to others and service others to excellent advantage by becoming a Jennings dealer in your locality!

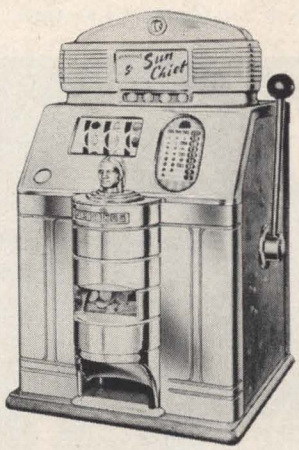
If you are interested in expanding your earnings, fill in this form and mail it to us today.

THE ONE-PIECE "CHIEF" MECHANISM HAS FEWER OUT-OF-ORDER CALLS

As a *one-piece* unit, Jennings famous "Chief" mechanism (the same basic mechanism used in all Jennings Chief machines) assures more dependable performance. It's easy to service, too! *Operates with coins outside the case exactly as it operates inside.* Eliminates difficult adjustments and cuts down on service time!

Now available with Jennings NEW Two-Tube and Direct-Load Jackpot features which make it possible for you to get a machine designed to fit your specific requirements.

Fill in this form and mail it to us for full details on these two, new, outstanding Jennings developments.



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I am interested in becoming a Jennings Dealer

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- ☐ Please send me the name and address of your nearest Distributor.
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selling of them to location owners were outlined. It was resolved that all shuffleboard locations be equipped with scoring boards, either sold direct to the location or provided as a volume builder by the operator himself.

"What Shall We Do About Legislative Measures Being Taken Against Shuffleboard?" was the title of an engrossing report by Joe A. Rogers, St. Louis, counsel for the TSAA. Rogers indicated that shuffleboard to date has had little resistance. Any criticism can be met, he stressed, by the holding of tournaments, publicizing of the game as a sport and diversion, and good public relations.

The convention closed with many decisions left open, and subject to approval at another meet to be held August 1 and 2 in Chicago, when manufacturers, who asked time to study the association more closely, will determine their financial cooperation and position in the association.

BUSINESS REVIEW

(Continued from Page 7)

watched by many as a barometer of business in general. Government spending is to be speeded up in spite of all talk of economy.

All sorts of opinions can be had on what has happened, and what may be expected during the rest of the year. The business of every operator is tied definitely to what does happen during the next five months.

Surveys of the opinions of business leaders suggest that the recession is probably half over; that some industries have already adjusted to the right level; that the total recession will not be as great as that of 1920-21; that a broad and general uptrend will start early in 1950.

Prices are still the crucial pivot in the general picture. One prominent business journal says the water has not yet all been squeezed out of prices, that too many price reductions have been only "token" reductions, that declines in raw materials costs have not been passed on to consumers as fast as they should, that the recession will last until buyers feel that prices have reached bottom.

Industrial and business firms are staging more of a buyers' strike than the consuming public.

All of the experts seem to agree that when business has found its adjustment level (by next January), the volume of business will be high above the 1940 level. Such as: retail trade will be 160 per cent above 1940, personal income about 160 per cent above 1940, cost of living about 60 per cent above 1940. This consensus of opinion gives a very optimistic view of the future.

A review of some of the many current reports on the business picture follows:

AUTOMOBILES—The auto industry is still listed as one of the brightest spots in the business picture, a big prop to the nation and bolstering the steel industry. Production has been running at the highest rate in 20 years, with seasonal decline expected in September. Sales of used cars had an early summer spurt. Demand for new cars is holding at high levels. Tool and die makers report that new body designs are being rushed for new models early next year; reports suggest that competition may finally begin to work among car makers to develop more changes in the 1950 models.

BANKS—Business loans continue to decline but the reasons for it are considered favorable. Demand deposits also show slight declines. Bankers are said to hold the view that business activity will decline during the year. The Federal Reserve Board recently disturbed banking circles by its new policy which tends to lower interest rates and expand credit. Government policy is now said to be one of expanding credit to ease the recession. Aim of the Reserve Board is said to be to halt the recession in six months.

Official reports show that 96 per cent of bank deposit accounts are for $5,000 or less, and that 98 per cent are under $10,000.

BUSINESS FIRMS — Latest report on new firms is for May; in that month there was a slight increase in new incorporations over the preceding month but a decrease from May one year ago. For the first five months of 1949 a total of 36,623 new incorporations were reported for the nation; this total shows a progressive decline from 1946, when new firms reached a peak rate. The record for five months of 1949 was also about 20 per cent below the same period in 1948. Business failures have decreased in number recently, compared with a month ago, are about twice the rate in 1948 and now getting up toward the 1941 average.

The Federal Reserve Board recently issued a special report, based on a study of 300 firms, indicating that ratio of assets to liabilities has been declining since 1947—more so with small firms than large ones.

CREDIT — Previously mentioned is the recent change in government policy to encourage wider use of credit rather than restrict it. Encouragement of greater use of credit and expiration of credit controls is considered as a move to ease the recession.

CONSTRUCTION — The high level of construction activity, although declines are showing up in residential and business buildings, is hailed as one of the main business props of the country. An official report, more recent than our last issue, estimates that business building this year may decline as much as 18 per cent below the total of 1948. Total public construction this year, however, is expected to put the grand total for all construction above the peak of last year.

Building of new factories, expansion, etc., is expected to fall about 28 per cent below last year; building of stores, restaurants, office buildings, gas stations, etc., is expected to drop about 8 per cent below last year. The big decreases in commercial buildings are expected to show up in fewer stores, restaurants, gas stations and garages. There may be more warehouses and office buildings this year.

Contracts let during the first six months were about 18 per cent above the first half of 1948, which gives a bright outlook on future building plans. The average cost of building materials advanced in June but the general trend is for lower costs, the peak having been reached last October.

The spotlight is expected to shift to the public construction field, with the federal government stepping up its program to ease the recession. This is the plan that has been in the background since the end of the war. State and local government are getting into action fast, showing a 35 per cent increase in public construction for the first four months of the year over the same period last year. Hospitals are a major item in these construction programs. Total volume of highway construction is not expected to go much above the 1948 level this year.

CROP REPORTS — The dry weather that hit the New England and some eastern states shows what weather can do to the general outlook; it can get serious yet. Total reports were still on the side of bumper crops to July 1, with the prospect that price supports of farm products will weaken in many areas. An example is the fact that growers have generally received less than the support price for peanuts. Some unfavorable reports have already shown up on ingredients used in making vendor merchandise.

EMPLOYMENT—Total employment is holding up better than many had guessed, although July and August are expected to

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be transition months that will reveal what the trends may be for the last four months of the year. Layoffs attract much attention in areas where such things happen and tend to disturb the public. Total unemployed as of July 1 was roughly 4,000,000, with estimates that the total will be 5,000,000 to 8,000,000 by the end of the year. In a normal prewar year, total unemployed reached the 8,000,000 figure. But the total force of workers has been greatly increased, the population is increasing and hence unemployment is likely to get more attention. Many plans are said to be ready to be put into action when the unemployment figure passes the 5,000,000 mark, chiefly one of public construction.

Total number of people working half time or less is increasing fast.

EXPORTS—Dollar shortages and money troubles increase in Mexico, Sweden, South Africa, and one of the major problems of the U. S. will be to prevent complete collapse of Britain.

EUROPEAN AID — This factor will play a declining part in the future business picture, although billions will be spent on aid and defense during the next fiscal year. It is reported that Congress has been flooded with complaints from manufacturing firms of all sizes about the competition of European goods with products made in this country.

FARMERS—As the recession advances, the prices which farmers pay for manufactured goods are higher than the prices he gets for his products. But bumper crops are counted on to provide plenty of money for farmers. Government price support is preventing a complete crash in farm prices. For the consumer, food prices may decline 4 to 6 per cent this year, leaders predict. Prices which farmers receive are still well above a profitable production ratio and farmers show a willingness to accept lower prices, if goods they buy also come down.

FREIGHT—Total goods carried by rails and truck lines is on the decline. Eastern truck lines were recently granted a small rate increase by the ICC. The ICC also recently took up again the plea for higher rates on less than carload shipments, an increase strongly opposed by the cigarette, cigar and candy trades. Wholesalers and retail druggists made chief opposition to the basing point price (delivered price) bill in Congressional hearings.

GASOLINE—A Senate committee began investigating in June the rising trend in gasoline prices, hearing heads of the big oil companies, labor leaders and also users. In May demand for gasoline was reported about 7 per cent ahead of May last year. Texas and Oklahoma producers cut production of crude oil for July and stirred up new charges that production is being cut to keep prices up.

GOVERNMENT MONEY—RFC loans for business firms are running about 25 per cent higher than last year; about three-fourths of the firms that apply for loans get help; most loans are to comparatively small firms; in its 17 years of existence this government agency has shown a good profit over and above all operating costs. Some coin machine firms have used RFC loans since the war. More recently, bottlers are said to be leading applicants for RFC loans. Prediction is that RFC will increase its loans to firms that help to maintain employment. Federal payments on social security plans will amount to nearly nine billion dollars in 1949, while states and cities will pay out nearly three billions more.

INVENTORIES—All industries are reported to be reducing inventories at a faster rate than had been anticipated. Buying of materials is said to be on a 30-day basis generally now, much lower than six months ago. Retailers and wholesalers follow one rule—cut down inventories and order in smaller quantity.

MATERIALS — In the metals field, manufacturers buy in smaller quantity, awaiting further price reductions. Auto makers report that price reductions on materials thus far have only reduced the cost of making a car by $80 to $100.

PRODUCTION—So much is said about plant layoffs, shorter work-weeks, etc., that reports on production will be increasingly important. It is generally reported that man-hour output is on an upward trend in most industries. A recent report shows, for example, that the cigarette industry is maintaining a higher output with definitely fewer workers.

Officially, industrial output dropped about 5 per cent in May and June, reaching a level about 13 per cent below the postwar peak of last November. July and August, with many plants closing for vacations, are expected to show further declines in production figures. An important trade organization, including various industries in its membership, reported that July and August will certainly show declines in output but that a good fall revival will show up. The organization also reported that 50 per cent of its member firms have fewer employees and also work shorter weeks.

PRICES — Purchasing agents for large firms, in recent convention, advanced the view that prices are not being reduced as fast as conditions call for; too many firms make a token reduction, they said. Real price reductions are expected before the year ends, hence most firms buy supplies for 30 days or less.

Experts predict that retail prices will continue to decline for many months after raw materials have reached bottom. One big retail leader says prices on consumer goods will decline for another six to twelve months.

Business and prices are going down together. Some say the faster the decline, the more rapid the recovery. Prices, at wholesale level, are down about 8 per cent.

RETAIL TRADE—Official reports show a good many variations in different types of stores, but in general retail trade in volume of goods sold is holding a much higher level than had been anticipated. Department stores are generally showing declines in dollar volume as compared with last year—but prices are lower. Retail trade has been watched for a sign of alarm among the people, and trade thus far shows that people have plenty of money and are still buying. Retail profits are decidedly down, however.

TAXES—At the time this review was prepared, Congress had picked up the excise tax question again and predictions were being made that most war-time excises might be repealed before Congress adjourns. Purpose would be to stimulate store trade. Newspapers had nothing to say about the federal excise tax on coin machines.

TOURIST TRADE—Due to the importance of this factor during the summer months, more detailed reports will be published elsewhere.

WAR — As predicted in this column many months ago, the public is becoming less and less war conscious and no longer can be excited about the prospect of war. A recent survey among manufacturers shows about 70 per cent of them saying that defense spending meant nothing to them. However, big defense spending will go ahead for another year at least.

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Something New! Coin-Operated Keno Game

SEATTLE — After 16 years of tireless planning and engineering, Frank Seidelhuber, Jr., of Seidelhuber Iron & Bronze Works, Inc., and Roy Erickson, prominent Seattle pin game operator, have perfected an automatic coin-operated Keno game.

During the past two years these machines, known as *Harold's Reno Keno*, have been tested and proved at the Harold's Club in Nevada.

Manual operated Keno requires 5 attendants; drawings are scheduled at 5 minute intervals, and the usual number of tickets which can be marked in that 5 minute period average 45. *Harold's Reno Keno* allows a customer to play as many as 8 tickets a minute and only one attendant is necessary for 25 machines, which can handle 625 plays in 5 minutes. Machine is adaptable for 10c, 25c, 50c, and $1 play.

Seidelhuber and Erickson are now ready to have the machine manufactured for the market.

Official Report Shows How Taverns Prospered

WASHINGTON—Uncle Sam finally released an official report on beer and liquor sales last year, and it will confirm what music and games operators have heard from tavern owners for a long while. Sales of alcoholic beverages in general dropped about 10 per cent last year, in comparison with 1947—and this was the first real decline in 10 years.

The government report suggested that the main reason for this decline was "the weakening of demand for luxury items."

Beer regained its top spot in 1948 as a popular alcoholic beverage, total national expenditure for beer in 1948 amounting to $4,445,000,000. Last year was the first since 1941 that total dollar volume for beer surpassed total sales of distilled spirits.

Total revenues paid to federal, state and local governments on alcoholic beverages in 1948 amounted to three billion dollars in round numbers.

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Modern Triples Sales With New Scoreboard

LONG BEACH, Calif.—Since introducing its new low-priced shuffleboard scoreboard to the trade, Modern Amusement Co., manufacturer of the unit, has tripled sales and re-ordered component parts to keep production at high gear.

"Until now, many operators have held back in purchasing scoreboards because the price was too high," Jack Johnston, head of the firm, said. "The new wall-type *Modern* unit is the answer because it enables operators to substantially increase their take with very little added investment."

The new *Modern* unit has been tested and proved on location for three months, and operators buying samples have come back for quantity purchases, Johnston reported. He added, "The scoreboard's design is more acceptable because of its simplicity: only the actual red and blue score is shown, which eliminates confusion."

The new *Modern* is a high quality product, with a five-color silk screen and green background. It weighs less than 35 pounds and measures 25½" x 19½" x 5½", which makes for compactness.

Ryan to Universal; Announce Entry Into 1-Ball Games Biz

CHICAGO—Universal Industries, Inc., a comparatively new firm among the big list of manufacturers here and known to the trade as the maker of the console, *Arrow Bell*, recently entered the field of 1-ball table games by introducing *Photo-Finish*.

W. J. (Bill) Ryan also recently joined Universal as vice-president and general manager. Ryan had earlier resigned from the Keeney firm and returned to O. D. Jennings & Co. for a brief stay. The move brings Mel Binks, head of Universal, and Ryan together again, after a long association in the firm of J. H. Keeney & Co. Binks is one of the best known engineers in the Industry and organized the Universal firm to market some of his engineering developments.

Photo-Finish, among other new features, has a playfield completely illuminated with indirect lighting.

Expect General Fall Pickup

CHICAGO—The National Assn. of Purchasing Agents, an organization whose monthly surveys on business are often quoted in the *Business Review* column of this magazine, recently held its annual convention and debated business signs at length.

According to its surveys, about 50 per cent of the manufacturing firms today have reported "lower pay rolls, in number of employees and hours worked." Reports indicated that the recession continued during June at an increased pace, but signs are increasing "that improvement could show up in the fall."

The group aimed its criticism chiefly at delays of many firms in reducing prices in keeping with present conditions.

Grand Jury Supports Legion

LOUISVILLE—A grand jury here recently created some public interest when it refused to indict the manager of an American Legion post for having 12 gaming devices in the location. The question of gaming devices came up at a time when bookies were also in the limelight. The grand jury held a lenient attitude also toward bookies.

The body also recommended a state-wide referendum on legalizing gambling.

From Distrib To Operator

ST. LOUIS—The V. P. Distributing Co., here, headed by Del Veatch, recently sold the wholesale part, covering vendors, games and music, to Jack Rose, of Rosenfeld Novelty Co.

Veatch says he will concentrate hereafter on route operation. With his brother, he has built up imposing routes in St. Louis and more recently in central and southern Illinois.

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FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

TWO HORSE-SHOE BUTTONS
INSURE 25% TO 100% INCREASE IN COINS PLAYED PER GAME

NEW "WILD" SECTIONS
28 WINNING HOLES POSSIBLE

NEW DOUBLE-SCORE
320 REPLAY TOP SCORE

FAMOUS "CITATION" ODDS
ALWAYS ADVANCE... NEVER DROP BACK

NEW 50-TOP FEATURE

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MORE ways to win! CHAMPION gives player MORE fun for his money, MORE skill-thrills, MORE action! That is why CHAMPION is earning MORE money for operators . . . smashing all profit-records from coast to coast. Get your share . . . get CHAMPION on location now!

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FAST MULTIPLE COIN PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

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Yes, Shuffleboard has Proved Itself an Operator's Game!

In the spring of 1948, when shuffleboard was beginning to boom in the West, we interviewed a regional representative as to the game's possibilities in relation to the coin machine operator.

Emphatic in his declaration that shuffleboard was a location deal and the operator had no rightful place in the picture, the representative backed his assertion with a pretty valid argument.

"The coin operator is in business because he renders a service—a service that the location cannot perform efficiently," he said. "In shuffleboard the service aspects are negligible. The location owner or his employees can keep the board cleaned and waxed. All the operator does is make his weekly collection. The location owner resents the operator walking in and taking half of the receipts just because he owns the board. Why shouldn't the location own the board and collect *all* the revenue?"

The representative had another private reason why he wanted shuffleboard to remain under location ownership which he wasn't so quick to admit: he could sell more boards. He could blanket every location with one, regardless of how much they grossed because even the poor pay spots took in at least $20 per week and that was satisfactory to the location because the owner got it all. On the other hand, the operator couldn't afford to keep a board in a low-pay spot when the proceeds were split 50-50 so he passed up the poor locations. Result: less boards sold by the manufacturer.

Since the advent of the electric scoreboard, coin chute, miniature bowling pins, and other accessories, the picture has drastically changed, and the operator has become an integral part of the game. He is now prepared to render a genuine service and help the location increase his profits while saving the owner time and confusion, as well as keeping him out of petty arguments.

With an electric scoreboard, the location owner no longer needs to personally supervise the game. There are no player collection disputes nor are there disputes between the owner and operator over the gross receipts. A more accurate tally of games played—as substantiated by the cash box—is possible and players cannot keep score "on the cuff" to beat the numbered score pad. All the location owner or bartender has to do is glance at the score unit; if customers are playing, scores should be registering and coins will be in the box.

The alert operator knows that his paramount function is supplying service, and this he provides from the time the board is installed—sometimes even before. If one side of the floor is lower, thereby handicapping a shorter player's reach and lagging accuracy, he builds a new section to the floor. He installs the board and score unit and makes any adjustments on the board so the surface is absolutely true.

The operator gives the following additional services:

1. Sets up remote control buttons and, if necessary, an additional cash box on the board to speed play.
2. Provides miniature bowling pins and any information and equipment on any new game adaptable to shuffleboard.
3. Supplies best available materials for maintenance of play appeal, such as new types of wax and cleaner.
4. Runs shuffleboard on route basis so the location can be assured of a regular day or days of service.
5. Coordinates neighboring locations and arranges for team play.
6. Forms leagues and thereby supplies incentive for players and locations to participate.
7. Installs correct lighting unit and services and cleans it regularly.
8. Replaces weights or any part of the auxiliary kit which has been damaged or worn from use.
9. Resurfaces or replaces the play field every four or five months.

The fact that operators can render a genuine service to place shuffleboard on a good paying basis has already been adequately proved. Many locations have purchased their own boards and failed to maintain them in playable condition. Deterioration of equipment has been followed by drop-off in play. Numerous instances have come to light where operators have replaced location-owned boards, installed their own unit complete with auxiliary equipment, and then trebled and quadrupled gross receipts.

Several shuffleboard manufacturers have expressed alarm at the growth of coin-chuted scoreboards and are fearful that by placing the boards in the coin-operated category, they will bring about adverse city and county rulings. One manufacturer says: "Devices, regardless of the type of unit they were attached to, have become in ill-repute."

It is time this old chestnut be held up for close inspection before tossing it back into the fire. Objection to certain coin-operated games in some sections of the country is based on the premise that the player can play *against the machine* or *against the house* (or location). There is no possible way for shuffleboard to be used in this manner, regardless of whether it's coin-operated or not, because two or more players participate *in competition with each other, not against the board or the location.*

In the final analysis, shuffleboard has proved itself an operator's game because of one all-important reason: there are more profits when it is properly handled by an operator. And in order to maintain shuffleboard as a consistent source of profit for all concerned, that is where it should remain—in the capable hands of the operator.

OPERATORS: The arguments given above may be used effectively in soliciting locations to discourage location ownership of Shuffleboards. We suggest using this pointed editorial in selling locations on an operator-owned installation.

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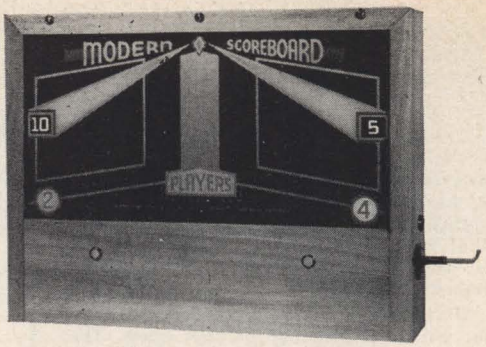

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Report Shuffleboard Boom In Middle West

LOUISVILLE—In its Sunday magazine section, June 26, the *Courier-Journal* boosted shuffleboard in a feature that spread over three pages, and well illustrated with five pictures. The game was characterized as an old game that started a new craze in the U. S.

The article had evidence of use of background material from a common source, similar to shuffleboard feature stories that are appearing in other newspaper magazine supplements at the present time. But the theme was entirely local and references were made to Louisville locations.

The C-J story probably devoted more space to giving the English history of the game than most newspapers, and suggesting that Shakespeare must have been very familiar with the original game by quoting from Henry IV.

How did shuffleboard get started in its modern phase?

The Louisville paper says: "For Americans, the game remained mostly one for ocean travelers until early in 1940, when promoters met in Newark and incorporated the U. S. Shuffleboard Congress. After a war-time hiatus, smart enterprisers decided that if the game were moved into the neighborhood tavern, it could replace pin ball . . . So, boards were designed to fit into the neighborhood gathering place, and early in 1946, Easterners started a craze that was to become nation-wide.

As to popular interest, the Louisville paper says: "Shuffleboards didn't come to Louisville in quantity until this year, but once they caught on, every progressive tavern owner wanted one. Several distributors moved in, and within a few weeks, the polished board became a standard fixture. Taverns don't have a monopoly on them; drug stores, bowling alleys and other places have installed them.

"Competition has become so keen that tournaments have been organized, with city champions becoming eligible to participate in national eliminations."

Much space is devoted in the Louisville article to describing the tables, how the game is played, and so on, for general public information. To the regular shuffleboard fan, it would be old stuff. In the large illustrations used, National gets the breaks because some of its trade-marks show.

As to the shuffleboard business, said the Louisville article, "The boards are expensive, but tavern owners report they more than pay for themselves, and bring in new business. Their cost depends upon their size, but it's usually well above $500. An electric scoreboard adds another $250 to the price. Some distributors rent out boards, usually on a 50-50 basis."

The newspaper story includes in its shuffleboard feature a reference to the competition which the boards offer to pin ball games, saying that operators complain shuffleboard "is stealing their business."

Last Six Months Zoom

COLUMBUS, O. — The *Columbus Star*, in a recent magazine section, featured a story with the heading, "New Shuffleboard Sport Only Five Centuries Old!" Three attractive illustrations were used in the article but none of them were vivid enough to depict any particular trade name or make of board.

The feature said that a location owner purchased an American shuffleboard nearly two years ago and thus, the game started in the city. The location owner bought the board in the summer of 1947, liked it so well that he organized a league in October, and now there are a number of leagues and playoffs are being held weekly.

The article states that "numerous companies are distributing equipment in the city and surrounding area, and practically every bar, club, fraternal organization, or what have you, has already, or is making accommodations for 'groaters.'

"The game's popularity has made the distribution of equipment big business . . . Interest in shuffleboard here began to zoom about six months ago. Addicts of the new national sport are now about a guinea a gross."

In addition to the mention of the American board, several other trade names are also mentioned, including Olympic, Ohio, National, Mercury, Fastop, Simplex, Master Duri-Top and Rock-Ola.

In view of the number of onlookers who usually watch shuffleboard play in locations, the article introduces a term "Hangarounders" to describe them.

While there is a tendency to compare shuffleboard popularity with pin ball and to call them competitive, yet the newspaper article points rather to television and says shuffleboard is "sweeping the Middle West, making widows of the wives of the more addicted males, and putting television on a second-interest basis in the neighborhood pubs."

Again, "Managers of teams in places featuring television say even video takes a back seat when a hot shuffleboard game is going on."

Coinmen Among Travelers

SPOKANE—One of the really old-timers in the coin machine field is H. D. (Red) Severson who left it some time ago for the merchandising game. Red says that it may not be long until he gets back into one of his first endeavors, the punchboard business. Severson operates the Standard Sales Co.

Gerald (Bud) Miller, president of the Eastern Washington Amusement Assn. and R. Gordon Loosmore returned recently from an extended business tour of the eastern and central states. They report that nothing is quite like their own territory, and expressed their appreciation of the royal receptions they received wherever they encountered men of the Industry. They were royally treated, especially at the Bally plant in Chicago and hope that they may return the good time tendered them by Ray Moloney, Bally's genial president.

Bill Houk, Jack R. Moore Co. manager, says that the boys are regaining their confidence and that he expects to do well with Bally's new game, *Kentucky*.

Fred Lavell, local father of the Industry, who retired several years ago, returned from a sojourn in sunny California. Fred says he got quite a bang out of Hollywood and was particularly impressed by Las Vegas and Reno which he visited on his return trip. He admitted that he hadn't seen anything until he watched the bell machine play in both towns. Simply "FABULOUS," he relates.

Object To Portland Taxes

PORTLAND, Ore.—An injunction will be sought against city ordinances which went into effect July 1, passed by the city council to boost revenues. An attorney for the Portland Retail Trade Bureau will lead the fight for injunction on the plea that the taxes are discriminatory.

The new laws assess fees of $1,000 per year on amusement machine proprietors, and $15 every six months for each machine; cigarette vendor operators assessed $100 and also $1 per machine annually; graduated fees are assessed on music operators, also $10 per machine; movie machine operators pay $250 for operator license and $25 per machine.

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WASHINGTON D. C....

Excise Tax Question

President Truman's mid-year economic report to Congress was a center of attention here recently, and was notable in that it was the first official admission that the nation is going through a period of declining business. Some reactions to the message will concern the Coin Machine Industry.

Readers will already be acquainted with the President's change on new taxes. His recommendation that excises on freight be repealed won quick support in Congress, and if it carries, will help shippers by cutting freight costs about 3 per cent. The reaction here was to arouse all the champions in Congress for reducing or repealing a host of war-time excise taxes. The Administration wants to keep most of the excises as long as possible; view here is that most excises, including the one on phonographs and parts, will be cut early next year, with or without Administration approval.

The bill legalizing most basing point practices was headed for certain enactment at this writing. Both Houses passed it with slight differences in wording. Under the new legislation, freight absorption and delivered prices would be legal unless such practices are arrived at by collusion among manufacturers in a given industry. Another feature of the measure permits differentials in prices and services, providing such differentials are made in "good faith" to meet similar practices on the part of competitors. This provision is of especial importance in numerous cases involving candy manufacturers now pending before Federal Trade Commission. More than 30 confectionery makers are now charged by FTC with price discriminations—as opposed to differentials. Plea of most of them was that discounts and services offered a large vending machine corporation were made in good faith because of competitor practices.

Social Security

Coverage of social security laws will remain unchanged this session, although social security taxes are slated to advance to 1½% in January. The House Ways and Means Committee has been drafting a new bill to blanket all self-employed workers under social security provisions. The measure may pass the House before summer adjournment, but will wait in the Senate until next year. Under the new measure, coin operators presently outside of social security by virtue of being self-employed would pay approximately 2½% (exact figure is still undetermined) of the first $4,200 of their annual incomes.

Under a recent decision of the United Nations Food and Agriculture Organization, allocations of cocoa on a world-wide basis have been discontinued. FAO experts say the action will have the effect of increasing U. S. supplies of the commodity, since U. S. importers pay better prices and, what is more important, pay in dollars.

The day when Great Britain will again be a market for coin machines is receding further into the future. Rising expenses and falling receipts are causing the Empire to tighten rather than loosen import controls. Even should the British economy start rising immediately—and this is highly doubtful—it would be another five years before it could increase to a point where Britain would permit imports of coin machines. The import situation in most countries is getting worse rather than better as far as the United States is concerned. Brazil recently tightened her controls, and the remaining South American countries still engaging in relatively free trade are likely to impose controls in order to preserve their fading dollar supplies.

Phono operators still untouched by inroads of "dat old debbil Television" can expect headaches in the early 1950's. Federal Communications Commission is making noises about ending its ten-months freeze on new stations. It is expected to end the freeze late this year. Along with thawing out the channels in the present TV range, the Commission is going to open up 42 channels in the upper band. This will put television eventually into 1,179 communities, according to a Commission blueprint. Under new FCC proposals, 1,702 TV stations can be operated—quite an increase over the present system of allocations which permits only some 300-odd. If the FCC goes through with its plan to unfreeze TV in early 1950, it will still be one to two years before the first new stations authorized can begin operating.

Reverse Revenue Trend

May collections from the coin machine levy totaled $254,046, according to figures from the Bureau of Internal Revenue. This represented an increase of some $33,000 over the previous May. With June collections figuring to total more than a million dollars when finally added up by the agency, the 1949 fiscal year is likely to show an increase of around $800,000 over the 1948 fiscal year. This would mean a complete reversal of a falling off in coin machine taxes. Collections for 1948 were behind those of the 1947 fiscal year, which, in turn, were below those for the previous year.

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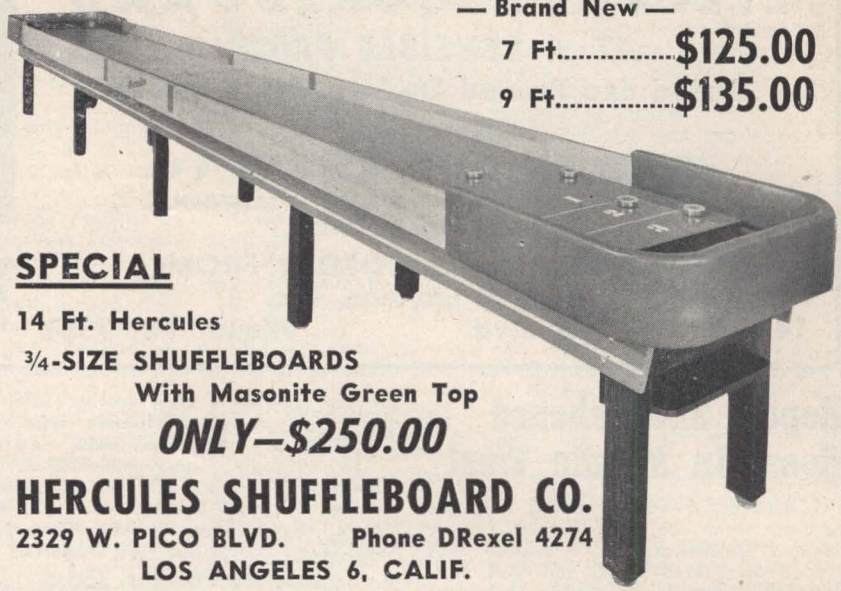

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AUTOMATIC MUSIC

THE MUSIC TEST

In all the discussions about music, and especially what is good music, it actually boils down to what the customers want to hear. Music merchants cater to customers just as any and all retailers do. The operator must keep in mind the old adage that the customer is always right, for it pays dividends in the long run.

For the music operator, the problem boils down still further to the point of deciding who are the best customers for automatic phonographs. On this point, an operator can spend all of his life in trying to find all the answers. But that is just what a man in the music business should do—try to find as many facts as he can on what music most of the people prefer to hear on automatic phonographs.

Last month it was mentioned on this page that some important organizations were busy on programs which would be announced in the early fall, if not sooner. In the meantime, the music cause could best be served by putting the stress on the thing the music industry has to sell—that is, good music.

A man who has spent many years in the phonograph business has in recent years been advancing the idea that too many operators cater to the public somewhat like the movie industry has been doing for years. He draws the picture like this: of two hundred patrons that may frequent a location, 50 of them may prefer loud music while the other 150 much prefer oldies, or at least less noise.

Evidently the operator would get more business in the long run by catering to the 150 people than he would by catering to the 50. That is a new theory, but many operators have told me the real difficulty is that the 50 people tend to monopolize the phonograph on a location, and that is why boogie-woogie get so much play.

It has long been known that the movie industry really caters to a minority of the people, while the great majority, if they go to the movies, have to take what they can get. The great majority of people who would like to enjoy movies regularly dislike much about them, and especially the publicity handed out.

Music operators must learn a lesson here, that in recorded music and in listening to automatic phonographs, people have to take pretty much what they can get. The

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This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
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phonograph trade can endear itself to the people by convincing the masses that every operator is constantly at work trying to provide the best in recordings and that which pleases the biggest majority.

For, after all, the only real test of what is good music is that which pleases the biggest majority.

Those who have their money invested in automatic phonographs must ever keep an eye on that biggest majority, must never let the business become so hum-drum that people will come to think of the music on the machines as just a stack of any old kind of records.

Trade associations, and organized programs and objectives, will help the individual operator to keep building up in music, rather than merely drifting.

It is in trade meetings, and discussions with people in the same business, that inspiration and ideas are derived. There are good signs that music operators have faced the facts of the necessary post-war adjustment, and that they are busy at giving good service to their locations.

This is as it should be, and operators who thus keep pushing ahead on their own music route will be able to contribute most to those state and national programs of action that the industry needs.

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Cincy Music Trade Plans New Program

CINCINNATI—At the July meeting, the Automatic Phonograph Owners Assn. considered plans and ideas for some definite program to promote increased phonograph play in this area. The organization has initiated promotional ideas previously and members are encouraged about the outlook.

A special committee on policy is at work. Sam Chester, who served as president of the group for six years, is chairman of the committee. Other members of the committee are Bill Russell, of Westerhaus Co.; Abe Solomon, of Globe Games; and John Denhart, of Able Sales Co. Charles Kanter is also helping the committee.

Sam Chester recently expressed his ideas on building up the music industry for REVIEW readers, as published in the July issue, page 21.

Rock-Ola Corp. To Add New Building

CHICAGO—A new one-story plant is scheduled to be in construction early in August by Rock-Ola Manufacturing Corp. here. David C. Rockola, president of the firm, made the announcement and said the new structure would permit more balanced arrangement of his firm's immense production facilities which already surround the new location on three sides.

The location where the new building will be erected has been occupied by a coal yard. Estimated cost of the new building is announced as $750,000.

Wurlitzer Makes Important Changes

NORTH TONAWANDA—E. R. Wurgler, general sales manager of the Rudolph Wurlitzer Co., announced four important distributorship appointments in the west on July 14th.

In the Denver territory the Draco Sales Co., 1932 Broadway, Denver, takes over with Howard E. Hold, Leo Negri, M. J. Savio and Frank E. Negri associated in the new organization.

In Salt Lake City, Knudsen Music Co., Inc., 287 N. 3rd East Street, Provo, has been appointed. Firm is headed by Wesley Knudsen. In El Paso, Walker Sales Co., 2401 East Alameda, El Paso, has been appointed. Joseph F. Cacioppo, Jr., is the owner. In Tucson, Maestro Music, Inc., will handle the line from 117 E. Broadway. Cacioppo also heads Maestro Music.

Michigan Music Men Add New Officers

DETROIT—The electoral committee of the Michigan Automatic Phonograph Owners Assn. recently announced new officers for the organization who will hold until Feb. 1950. Ben Okum, of Kay Vending Co., is named vice-president. Other newly chosen officers are Jack Baynes, Baynes Music Co., and Gerhard Wobermin, of Gay-Coin Distributors, to serve as trustees; Edward Grodzicki, E & G Music Co., secretary-treasurer.

Maurice Goldman is president of the group, having been chosen last year for a two-year term as the by-laws provide. Roy W. Clason is business manager.

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Veteran Operator Tells How To Make Locations "Bump-Proof"

"If music operators would spend 90 per cent of their time holding present locations and only 10 per cent soliciting new ones, they would find that the automatic music business is one of the easiest in which to make money."

Those are the words of Ray M. Eberts, who recently retired from phonograph operating after a dozen years as one of Southern California's most successful music men.

That leading statement is Eberts' tee-off on his favorite subject: spot jumping, which in his opinion is the biggest weakness of the music business.

"No operator can make money installing a phonograph, boxes, speakers, etc., in a location and then be forced to pull out in a few months when a competitor moves in," he said. "Many of my locations stayed with me for 10 and 12 years. There were times when competitors walked in waving $200 and $300 bonus checks and new machines, as well as offering better commissions, but the owner wouldn't budge. Sometimes the other operator couldn't even get into the front office because the owner had left word with the bartender that if any other operators came in, he didn't want to see them.

"I'm not saying none of my locations were knocked over—they were; but I made it a rule that no matter how wrong the location was or how badly he had dealt with me, never to become angry or unfriendly. At the same time, I knew that eventually the competitor would have to sacrifice service in some manner or form and I would get the location back. The first rule, as I said, was not to become angry at the owner. The second was not to let the owner be ashamed so that he wouldn't call me back. If I stayed away from the location completely and the other deal soured, the owner would be hesitant about calling me after tossing me out. That's part of human nature. But if I dropped around every couple weeks or so and chatted with him and said something like 'If you ever get tired of this deal, let me know,' then he wouldn't be ashamed to call me back.

"There's another reason for remaining on friendly terms with location owners: If you've sold them on yourself and your service, they'll recommend you to other locations. If you show them you're a sorehead, they can help deprive you of other locations."

The most important rule in retaining locations is to render top service, Eberts

Ray M. Eberts

notes. "This service business has been hashed and re-hashed so many times that most operators know all about it. But there are a couple observations picked up through the years that may help.

"Many young men starting in this business feel it should consist of an eight-hour day and that any service calls received during the evening which conflict with social schedules should be set aside for the next morning. That's the wrong slant. Any business in its early stages requires 24-hour attention until it establishes itself, and if the operator wants to hold his locations he'll make those calls himself until he has increased his route to a point where he can hire a service man.

"Service, in the final analysis, means bending over backwards for the location—even to the point of pulling off money-making records which annoy the owner."

Eberts feels that efficient service alone cannot keep a location from being plucked by competitors. "For example, there is the operator or serviceman who goes into a location, beehives for the phono, changes records, collects, divides the receipts, and beehives out. Fine machine service, but no personal service—no building of operator confidence. If a competitor offers a better deal, why shouldn't the owner accept?

"Then there is the operator who sells himself. When the owner is busy, he is brief and business-like and doesn't tarry. When the owner has free time, he sits around and chats, giving the owner's ego a little expansion treatment. When a competitor makes the big pitch, the owner remains loyal to his operator—up to the point when doubts begin to assail him. If the competitor can offer such a terrific deal, then the present operator must be making a fortune and short-changing him, he reasons. So he switches operators.

"The 'bump-proof' operator is a man who combines all the elements of good service and personal selling—plus one important addition: during the course of his conversations with the owner, he slips in remarks about the cost of machines, cost of records, and diplomatically conveys to the location owner the impression that the owner is participating in a mighty good arrangement. This acts as insulation against competition—puts 'words in the owner's mouth' which he can use on competing operators. And even if the opposition does make headway, the original operator can substantiate all his statements in black and white."

Eberts believes there are only two valid reasons for forcing a competitor out of a location and moving in: poor service or poor equipment. If either condition exists and a coinman loses a spot as the result, he won't get sore because he knows there's justification. But if equipment and service are satisfactory and the location is jumped, then a vicious cycle starts, during which no one profits.

According to Eberts, the most practicable way for a man to expand his holdings is to buy an established route. "Even if he pays a premium, he is farther ahead than if he spends money, time and effort trying to get new locations."

When his locations changed ownership,

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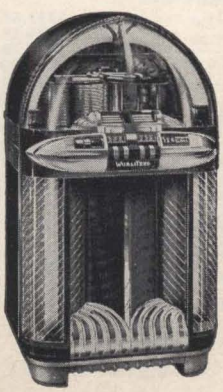

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Eberts always made it a rule to let the old owner personally introduce him to the new one whenever possible. "The former owner usually said some nice things about me—even if they weren't all true—and this helped cement the spot."

Here are a few other suggestions:

Place new equipment only when justified.

If you employ service men, make sure they are 100 per cent honest, sober, and neatly dressed.

Don't over-extend yourself in purchasing equipment under contract.

Don't spread your operating territory over too wide an area because service costs may absorb all your profit.

Never forget the human element. People like to feel important.

His parting word was: "Set yourself a goal, and at 50 or 60 you'll have reached it and can retire."

If you succeed, you'll be able to emulate a soft-spoken man named Ray Eberts who started on the proverbial shoestring and ran it into a life-time income.

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Record Makers Discuss Plans For 45 rpm Pops

NEW YORK—Reports and rumors of inner conferences among major record manufacturers assumed business importance, when the *Wall Street Journal* featured a report on the conferences of Columbia, Decca and RCA Victor executives recently.

Said the Journal: "Against a backdrop of declining sales, top officials of the Big Three disc makers—Columbia, Decca, RCA Victor—have been quietly meeting in a New York hotel, seeking to end the chaos which has gripped the industry since the introduction of Columbia's long-playing and RCA's new saucer-size records."

Pressure from record dealers and also from manufacturers of phonographs and phono combinations are said to have had much weight, as well as the big decline in national sales of records.

(Reports from a number of record manufacturers show they do not feel that the automatic phonograph trade has cut its record buying; this market has held its high level at a time when retail markets have been heavily cut).

The Journal says record output in 1948 dropped to about 2,000,000 records in round numbers, which was a big drop from the 325,000,000 records in 1947. The newspaper ventures the guess that, at the present rate, output will fall well under the 2,000,000 mark of last year.

The reported plan of peace being considered among the three record companies would call for all three firms to make the three types of discs. The long-play (33⅓) would be considered as best for albums and classical music, the 45 rpm records for popular music, and the standard 78 rpm would be continued to accommodate the millions who have phonographs to play such records.

But the trend would be to emphasize 45 rpm discs for popular music—and this trend is not alarming for, as explained in the June issue (p. 28) of THE REVIEW, the automatic phonograph manufacturers are fully prepared to meet such a change.

The Journal reported that RCA Victor was delaying longer than the others in open approval of such a plan, suggesting that after the conferences RCA officials were cooling toward the plan because the firm has many factors at stake. Since the hot phase of the record battle has been between Columbia and Victor, Decca has withheld making either of the new speeds and hence has had a neutral advantage in the conferences.

The WSJ report touches on price angles, saying that in August RCA Victor will bring back its Bluebird label to retail at 49 cents, in keeping with moves made earlier by Columbia and Decca. These price moves are said to have had little effect on the general slump in record sales up to now.

But Victor's big reduced price sale in June did produce results and Decca is following with a one-half price sale on albums that began July 15 and will last through August. These big sales permit national promotions and are attracting much attention in the recording industry.

Although the fact of the big slump in records is well known, yet American Federation of Musicians has reported that 370 companies have asked for disc licenses, signing the AFM trust fund agreement. The AFM says maybe as many as 100 other disc makers have expressed a desire to sign. Before the last disc ban more than 700 companies had license agreements to record. AFM says many of the applicants for recording license are new firms.

*** * August Special Prices On Used Phonographs * ***

WURLITZERS		SEEBURGS	
1100	$525.00	146-S	$295.50
1080	324.50	146-M	275.50
1015	299.50	147-S	325.50
750	174.50	147-M	350.50
850	109.50	8200	114.50
800	114.50	8800 Cut Down	124.50
700	129.50	9800 Cut Down	129.50
950	94.50	CLASSIC	59.50
600-R	59.50	REGAL	54.50
HIDEWAY Wood Cabinet	79.50	ROYAL	48.50
Twin Twelve Metal Cabinet	24.50	HIDEWAY	49.50

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EXCLUSIVE AMI DISTRIBUTORS

"Crystalette" Label Makes Smash Debut

LONG BEACH, Calif.—Backed by men long associated in the record business, top talent, and complete national distribution, Crystalette Records of California, originated by Warren C. Coleman and Lyman G. Berg, has made a sensational debut.

The discery has turned out a top seller in *The Sheik of Araby* paired with *Ain't She Sweet*, featuring Goon Bones and Ralph Ford; Arthur Lee Simpkins' *Marie* backed by *With Love* is skyrocketing on the phonos; some great unreleased masters by Kay Starr, Charlie Ventura, as well as jazz combos made up of Barney Bigard, Red Callender, Vic Dickenson, Calvin Jackson, Ray Linn, Allan Reuss, Zutty Singleton, Willie Smith and Bob Zirke, are due to be pressed. Two Kay Starr numbers have already been released and have clicked big.

Crystalette has been successful in lining up exceptional talent in their musical department, which is sparked by adviser Andy Razaf, arranger Fletcher Henderson, and musical director Tommy Reeves.

Pressing facilities have been set up in Long Beach, Los Angeles, New York City, and Toronto, Canada.

AMI Gets Publicity Break In Report On TV Testing

SYRACUSE, N. Y.—The Associated Press and other news services broadcast to the press the report of tests being made of a combination phono-television set by General Electric Co. and AMI, Inc., well-known maker of music machines. It was a valuable publicity break for the phono firm.

Press report said test was being made in a Hoboken, N. J. luncheonette; purpose to see if public would pay a nickel to see three minutes of television. G. E. had built a special TV unit which permits booth sets to provide TV through a master control unit, the master unit handling up to 20 wall or booth units. Patron deposits coin, regulates volume but the proprietor selects the TV program; booth units will take up to five nickels.

John Haddock, president of AMI, said it would be several months before this test is completed and that other tele units are being tested in Chicago and New York.

Coin Meters Invade TV Homes

NEW YORK—Use of coin mechanisms in the home may return. A Crosley TV set, already introduced in Cincinnati, is also being introduced here and the customer can pay for the set by inserting quarters in the coin meter attached to the set. Coins are collected periodically and applied on the purchase price. The meter provides one hour of service for each 25 cents deposited.

Some electric refrigerators were placed on this plan before the war, and the placing of TV sets is regarded as an indication of much wider use of coin meter payment plans in the postwar era. Some New Yorkers can also remember a test of coin-operated cigarette dispensers in the home in the early 30s.

New Location Building Slowing, Reports Say

Every operator in the country probably benefited from the new building wave that started after the war's end and reached a merry hum in 1947. One of the most interesting sights in 1948 was the way in which operators quickly placed a machine in every new, or remodeled establishment, in the rush to get into the new places first.

The new buildings not only helped operators by providing new locations, but it meant more machine sales for manufacturers, and the wave of new buildings, from cottages to big industrial plants, has been one of the big props under national prosperity.

But everybody has had an inner feeling that, sooner or later, the volume of building would drop considerably and hence the total of new locations over the nation would thus decline. Operators in some of the big cities have told the writer this year that new building and construction was not so important to them any more, meaning that the rate of new commercial establishments seems to have dropped a lot.

High business circles are now pondering the outlook to determine whether building and construction can be kept at a high level, to keep business going. And if the nation's total of new buildings can be kept at a high pace, operators will share in more than one way in the final results.

All reports seem to agree that residential building has declined considerably, and that there is little prospect of reaching the high level of 1947 again. Residential building meant a lot to operators indirectly, for wherever many homes are built, in suburban areas or elsewhere, new stores would also follow. Big plans were made at the end of the war for shopping centers near big cities and some of them matured to provide excellent new locations for operators. The shopping center is likely to be a mark of the new era, as a certain form of decentralization takes place in suburban developments, and hence will provide for a continuous increase in smaller stores—many of them choice spots for coin machines. But the immediate postwar urge for such shopping centers seems to have slackened.

What is happening to total national building now?

Contracts for new construction, since there are reliable reporting agencies that give this information, perhaps gives the best sidelight on trends. For the first 23 weeks of the year, total contracts (private bldg.) let were about 19 per cent above the same period last year, while total contracts for public and private construction were running about 17 per cent above last year.

The reporting agency that gives out this information does not report on the smaller commercial establishments, which would include smaller drug stores, restaurants, etc. Some official reports have recently indicated that building of these new business places, in the smaller field, has slowed up considerably. This would mean a slowing in new locations of the popular types.

The official report for the first five months of 1949 says the construction of what might be called small business buildings, stores, restaurants, garages, filling stations, were off 16 per cent as compared with the five months of 1948. There is nothing in sight at present that would suggest a pickup in such building, hence operators will find the rate of new establishments in their territories at a slower pace.

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Hospitals and schools have taken on new importance since the war as locations, and the outlook for new building in this field is favorable. Educational buildings for the first five months were running about 80 per cent over the same period last year, and the rate of new hospital construction was much higher than that. Some reports would indicate that hospital construction is just beginning to rush toward its peak.

Building of new factories and plants has slowed up, of course, and while industrial leaders are saying they will maintain big expansion programs, yet all signs suggest that the peak in factory and industrial building was passed last year. For the first five months of this year, industrial building dropped about 20 per cent below the same period last year.

Operators of vending machines probably are much more concerned about declines in employment in factories than about any slowing in the building of new plants.

The rate of incorporation of new firms is a part of the general increase in new locations, for a percentage of the new firms will open a new establishment of some kind that can use coin-operated machines. As has been reported for months in the *Business Review* column (first news page), the rate of forming new firms has slowed down considerably since 1947. The first four months of this year had 22 per cent fewer new firms over the nation than in the like period last year. The year is likely to show further declines in the formation of new firms.

Operators probably should prepare to give more attention to building of new highways, and the many small establishments that spring up in villages and at intersections along these highways. The

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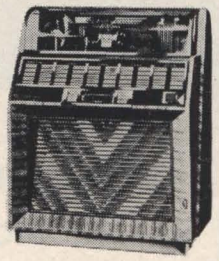

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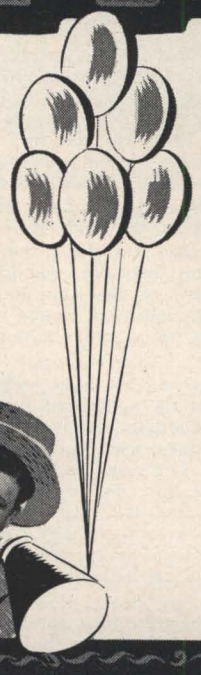

"Seeburg SELECT-O MATIC mandatory," says Mark Ward

"...for profitable phonograph operations," adds Carl Lawson

"Out-earns all other phonographs," shouts "Mac" McMurdie

"...as reports pour in from our 8-state territory," exclaims Bill Erskine

"ELECTRO gets and holds spots," exclaims Johnny Ruggiero

Bally's CHAMPION better than citation?... asks Jim Southard

"..ask the man who owns some! replies Clyde Port

"Reason is — 3 games in one," yells Tommy Thompson

"Convenient terms too," reminds Red Robertson

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"Has a coin-changer," adds Frank Ritchie

year is not proving so bad for some of the places along these highways. The firm operating the biggest chain of roadside eating establishments in the country reports that business is about 15 per cent ahead of last year; that 1949 may be the best year in the record of the company for 26 years. This firm and others like it have extensive new building programs under way, and if the federal government starts its big highway building program, there will be prosperity in this particular field.

This review gives a picture of what has happened in the construction of new locations for the first half of the year. Operators will thus be able to judge the outlook for new places during the second half of the year.

Cities Widen Hunt For More Revenues

CHICAGO—Operators of coin machines are vitally concerned about trends in city financing. International City Managers Assn. here recently reported on some facts about cities, saying the property tax is declining as a source of city revenue.

In five years the revenue of 397 over 25,000 population rose 13 per cent; sales and gross receipts taxes gained 79 per cent; 93 cities collect a gross receipts tax, California leading by a big margin in number of towns collecting this tax; 122 cities in the nation collect a retail sales tax, and here, California, has 42 towns collecting such a tax; 148 cities above 10,000 population collect an amusement tax; 14 large cities collect an income tax and Pennsylvania and Ohio towns make this tax a specialty; 30 cities collect a gasoline tax; there are 31 reported cities that collect a tobacco tax.

Cities continuously seek new sources of revenue and the various annual reports on the subject frequently mention existing city taxes on coin machines as an example of new revenue source.

Popular Locations Decline In Dollar Sales For May

WASHINGTON—The federal report on dollar sales of popular types of locations for the month of May shows the following:

Eating and drinking places declined slightly in May from April, and were about 6 per cent below dollar volume in May 1948.

Grocery stores declined about 5 per cent in May, in dollar volume, but this may represent price cuts.

Filling stations gained about 5 per cent in May, over April, and were slightly above May 1948; gasoline prices have advanced so there may be no real gallonage gain over May of last year.

Drug stores declined slightly in May, below April, and also below May 1948.

Tratsch Back From Europe

CHICAGO — Walter A. Tratsch, board chairman of the A.B.T. Manufacturing Corp., recently returned from his first trip to Europe since the end of the war. He spent about three months in visiting the British Isles, western Europe, Scandinavia and also got to visit Berlin. He wanted to visit prewar business friends and firms, he said.

In prewar years, Tratsch had become somewhat of a world traveler and at the annual conventions entertained friends with stories of his travels in Egypt.

He says coin machines have almost disappeared now in Europe, although England still has its arcades and keeps diggers and cranes a-going. Paper money and inflation has hit all those countries, severely, he said.

New Shuffleboard, Amusement Dept. Formed by Emeloid Co.

HILLSIDE, N. J.—The Emeloid Co., Inc., pioneers in plastic products for over a quarter of a century, have formed a new department specializing in the manufacture of plastic items for shuffleboards and amusement devices.

Now producing such items as measuring T squares, wax spreaders, protective covers, and weight tops, the firm will design and manufacture to specifications such items as bowling pins and racks, emblems, score boards and accessories, score sheet racks, display signs, exterior signs, trophy items, etc.

New Wurlitzer Appointment

NORTH TONAWANDA—E. R. Wurgler, general sales manager of Rudolph Wurlitzer Co., has appointed Midland Music Distributors for the Indianapolis area. Firm will conduct business from newly established headquarters at 409 North Noble St., Indianapolis, and will maintain complete sales and service facilities as well as a full inventory of parts.

Bluebird Label Revived

CAMDEN—RCA Victor is reviving the Bluebird record label which disappeared during the war and has announced first offerings to be shipped distributors in August. Label will offer hot pop hits at 46c, plus tax.

Butter Vendor

WASHINGTON—Granted U. S. Patent 2,471,399 here this week was Ralph E. Dodge of Takoma Park, Md. on a coin vending machine which feeds out pats of butter, one by one, like candy bars or packs of cigs.

RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

CRYSTALETTE

*_____ 605 OH, YOU BEAUTIFUL DOLL (Inst.); SWEET JENNIE LEE (Inst.), *Ted Goon and Ralph Ford*

_____ 604 MARIE (V); WITH LOVE (V), *Arthur Lee Simpkins and Jack McLean Orch.*

*_____ 602 SWEET LORRAINE (V FT); LOVE ME OR LEAVE ME (V FT), *Kay Starr and All Stars*

_____ 603 AFTER YOU'VE GONE (V FT); ST. LOUIS BLUES (V FT), *Kay Starr and All Stars*

M-G-M

*_____ 10451 IF I ONLY HAD ONE DAY TO LIVE (Waltz V); THE FOUR WINDS AND THE SEVEN SEAS (V FT), *Johnny Desmond*

*_____ 10450 POSSIBILITIES (V N FT); LOVER'S GOLD (V), *Helen Forrest*

_____ 10454 DON'T CALL ME SWEETHEART ANYMORE (FT VC); HAVIN' A WONDERFUL WISH (FT VC), *Shep Fields*

*_____ 10455 TING-A-LING (Waltz VC); LOVE IS A BEAUTIFUL THING (Waltz VC), *Blue Barron*

*_____ 10458 TEMPTATION (V); CRYING (V), *Billy Eckstine*

_____ 10460 GET ME ONE OF THOSE (V FT); IN AN OLD CATHEDRAL TOWN (V FT), *Jack Kilty*

_____ 10467 RECKON I'M IN LOVE (V FT); SIDE BY SIDE (V FT), *Betty Garrett-Larry Parks*

*_____ 10470 G. I. LAMENT (Monolog, Parts I and II), *Harvey Stone*

_____ 10462 I'LL KEEP THE LOVELIGHT BURNING (V); YOU'RE MINE (V), *Derry Falligant*

_____ 10465 LET'S TAKE AN OLD FASHIONED WALK (FT VC); EVERY NIGHT IS SATURDAY NIGHT (FT VC), *Frankie Masters*

_____ 10464 BESIDE THE ROLLING SEA (V FT); AN 8-PIECE BAND ON A 9-DAY CRUISE (V FT), *Galli Sisters*

_____ 10472 I LOVE YOU (V); GOOD-BYE (V), *Billy Eckstine*

_____ 10473 HOMEWORK (V FT); YOU CAN HAVE HIM (V FT), *Helen Forrest*

_____ 10478 YOU'RE BREAKING MY HEART (FT VC); ONE MORE TIME (FT VC), *Russ Case*

_____ 10477 THE BUMPETY BUS (FT VC); ARE YOU FOOLING? (FT VC), *Buddy Kaye Quintet*

_____ 30207 IT'S MY NOSE'S BIRTHDAY (V); FUGITIVE FROM ESQUIRE (V), *Jimmy Durante*

Thank You, Music Operators!

THANK YOU for your wholehearted cooperation in helping to make our unique record service such an outstanding success. Without your loyal support, we could not have built up and maintained the finest and most complete stock of labels (now over 100) on the Pacific Coast.

THANK YOU for the confidence shown in our staff of experts. Their goal will always be to help select the coming hits sufficiently in advance so that you can derive maximum play—and maximum profit—from your music equipment.

IF you haven't heard about the other important features of our famous service, pay us a visit—or drop us a line—and we'll show you how we can save you time and money, as well as increase your earnings.

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The Review Selects THE TOP TUNES of Current Releases

Victor 20-3472

IT LOOKED SO GOOD IN DE WINDOW (V N FT)

THE TELEPHONE NO RING (V N FT)

Ziggy Talent and Vaughn Monroe Orchestra

This is just zany enough to clip off top grosses for operators on the turntable network. We've picked the "B" side as the top tune for automatic use. Ditty smacks of "Stone Cold Dead in the Market" and the delivery is in the same vein. It's a rollicking affair that will merit plenty of repeat plays. Give it top billing and it will pay its way. The "A" side is clever, to a degree, and the lyrics tell of an Italian's difficulty in getting his girl friend on the pay phone. He ends up dating the operator and ringing the bell. A good operator disc.

Victor 21-0077

THAT PALOMINO PAL O' MINE (V)

HOME ON THE RANGE (V)

Roy Rogers and Sons of the Pioneers

Here is a wholesome platter of ace high western fare. Aided by the top vocal group in the western field—the Sons of the Pioneers—Rogers polishes off a new one and couples it with an oldie that never fails to garner nickels wherever displayed. Fans will like these recordings. They have a freshness that is infectious and coaxes forth reticent coin.

M-G-M 10458

TEMPTATION (V)

CRYING (V)

Billy Eckstine

No need to tell you this chap is riding high in popular favor. He recently played the N. Y. Paramount at $2,000 the week and has been rebooked for Christmas week at $7,500. He has a certain gusto in his vocalizing the customers go for and the first side of this pair could have been written to showcase his ability. Terrific is the word for it and it'll garner coin wherever used. Second side is based on words written by Barney Ross in an attempt to regain the love of his estranged wife. That, of course, can't mean much to operators and neither can the number. Play the first side for maximum returns.

Victor 20-3491

HAND HOLDIN' MUSIC (V N)

I ONLY WANT WHAT'S A-COMIN' TO ME (V)

Dennis Day and The Rhythmaires

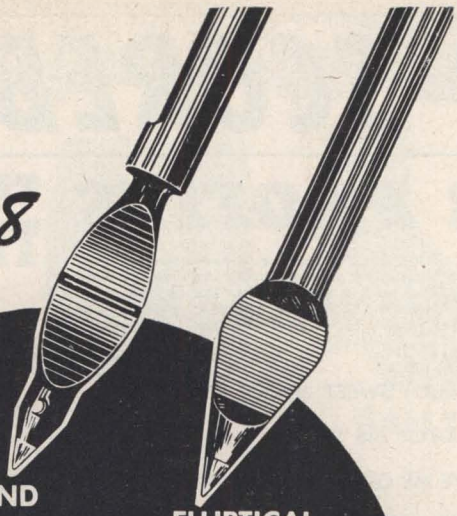
A delightful novelty that will court plenty of repeat plays. Zany lyrics on the first side are capably handled by Dennis Day and the ditty rambles along with a bounce that is infectious. Second side lacks some of the interest of the first side but one good tune per platter fills the order these days.

Los Angeles

Prospects in the music field are exceedingly good, in the opinion of Dan J. Donohue, Seeburg's western factory representative, who has just completed a long jaunt that included the Mountain States, Washington, Oregon, Montana, and Idaho. Before returning to the Pacific Northwest, Donohue had this to say about Seeburg's *Select-O-Matic 100:* "Take has improved considerably since its installation, and those operators giving the *100* a tryout have come back for repeat purchases. The locations like the machine so well that they are taking special care to keep the machines polished."

Bud Parr, Mr. Shuffleboard of Coin Row,

the same low price since 1938



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More Permo Needles Sold Than All Other Longlife Needles Combined

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M-G-M FOLK

_____ 10459 I AIN'T GOT NOBODY (V); PAPA'S JUMPIN' (Inst.), *Bob Wills*

_____ 10456 I'M ONLY A SHOULDER TO CRY ON (V); WHY PRETEND (V), *Red Sovine*

_____ 10469 BOB WILLS' SQUARE DANCE NO. 111 (Inst. w. calls); BOB WILLS' SQUARE DANCE NO. 1 (Inst. w. calls), *Bob Wills*

_____ 10474 JUKE BOX JACKSON FROM JACKSONVILLE (V); MY LITTLE DOG LOVES YOUR LITTLE DOG (V), *Fred Kirby*

*_____ 10475 YOU JUST CAN'T BE TRUSTED ANYMORE (V); BY THE RIO GRANDE (V), *Jerry Irby*

NATIONAL

*_____ 9079 HELP! HELP! (FT VC); JUST LOVE, MY SWEET (FT VC), *Tommy Edwards Trio*

_____ 9080 FACE ON BASS (Dixieland Bounce FT VC); CAN'T GET YOU OFF MY MIND (FT VC), *Wingy Manone*

VICTOR

_____ 20-3476 LAVENDER COFFIN (FT VC); A KISS AND A ROSE (FT VC), *Tex Beneke*

*_____ 20-3477 THANK THE MAN UPSTAIRS (V); I WISH I WERE A GOLDFISH (V), *Phil Harris*

is gaining quite a reputation as a fisherman. In La Paz on the California gulf, he hooked four marlin in three days, with the topper denting the scales at 167 pounds.

The red-hot seller in the one-ball field the past month has been Bally's *Champion*, which operators are grabbing just as fast as they arrive.

Sid Bloom, Vending Row's youngest and most dynamic grandfather, points out that we were guilty of the old switcheroo in citing the weight of his new grandson: it should have been 7 pounds, 6 ounces, instead of vice-versa, as reported in this column last month.

Jack Leonard, head of Badger's expanded vending department, flew back to Chicago to join his wife and two children for a week's vacation. David E. Neel turned in an ace-high performance pinch-hitting for Leonard.

Raymond J. Walsh of LaCanada and Jim Murphy of Inyokern were spotted making the rounds on the Row.

When you've got a record service so super that an operator flies in from Bakersfield for his purchases, then you've really got a super service. "Chuck" Hartman hopped in and picked up a batch of money-making discs at Leuenhagen's and then flew back. Incidentally, the boys are still raving over last month's sensationally successful record preview party put on by Bill Leuenhagen and Mary Solle. A galaxy of stars made personal appearances and such top performers as Rudy Vallee, Arthur Lee Simpkins, the Ames Brothers, and Doris Drew put on show-stopping acts. Representatives of the major labels, who have appeared as guests, are showing increasing interest in these parties and feel they offer operators many benefits.

Joe Peskin, head of J. Peskin Distributing Co., has returned to Sunny California after being in the Mid-West for five weeks.

Bonanza popcorn operators Richard Hall of San Diego, Ray Kirby of San Bernardino and Adeline Fitzpatrick of South Gate report excellent returns.

Mark Jennison has replaced Charlie Fulcher as manager of Mills' local office. Jennison was formerly branch manager and field engineer for Mills Industries for 18 years.

If you should see a line of tipsyfied people at Stemler Distributing Co., don't get the idea that Stem is running a bar. But he's got something all imbibers will be interested in: national distribution of a hangover pill called "Tips" which will be sold through operators to bars and liquor stores. Even without a sample of the pill, Stemler has already closed for the distribution in Northern California and San Diego. He adds that the Federal Drug Administration has placed its stamp of approval on his product.

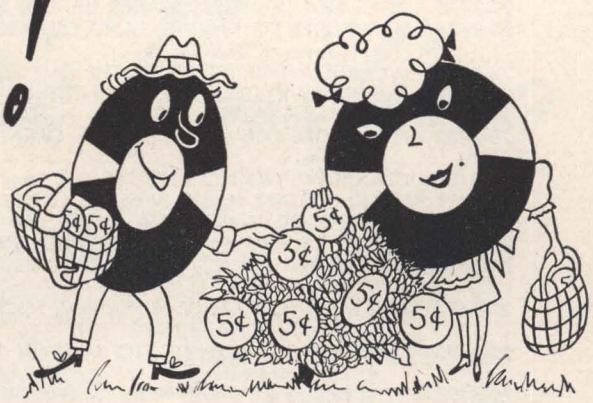
Raymond Gottfried, son of the president of National Rejectors, spent a pleasant vacation in Southern California.

Harold Smoot and William Aldridge, former Kwik-Kafe distributors for California, have filed suit for breach of contract and damages in Federal Court, Philadelphia, against Rudd-Melikian, to the tune of $183,800.

Recordings of the Ballard Symphony, comprised of Garna and Clayton Ballard and two children, have been given additional lungpower with the birth of Margaret Lois, who weighed in at 8 pounds, 11 ounces.

Nick Carter of the Nickabob Co., reports that shipments of PX's new electric cigarette machine are going out just as soon as they hit his showroom floor. "There are two paramount reasons why vending men

THEY'RE GATHERING IN THE COINS!



CASH IN ON THESE NEW RCA VICTOR "CLIMBERS"!

SAMMY KAYE
The Four Winds and the Seven Seas
RCA Victor 20-3459

Hit Tunes from "South Pacific"

PERRY COMO
Some Enchanted Evening
Bali Ha'i
RCA Victor 20-3402

AL GOODMAN
"South Pacific" Hits (Medley)
RCA Victor 28-0435

BILL LAWRENCE
Younger Than Springtime
This Nearly Was Mine
RCA Victor 20-3423

ZEKE MANNERS
There Is Nothin' Like A Dame
RCA Victor 20-3452

BUDDY MORENO
Honey Bun
RCA Victor 20-3421

FRAN WARREN
I'm Gonna Wash That Man (Right Out-A My Hair) *and* A Wonderful Guy
RCA Victor 20-3403

EVE YOUNG
A Cock-Eyed Optimist
Happy Talk
RCA Victor 20-3424

Hit Tunes from "Miss Liberty"

PERRY COMO
Just One Way To Say I Love You
Let's Take An Old Fashioned Walk
RCA Victor 20-3469

BILL LAWRENCE
Little Fish In A Big Pond
RCA Victor 20-3470

RAY McKINLEY
Only For Americans!
RCA Victor 20-3507

FRAN WARREN
Homework
You Can Have Him
RCA Victor 20-3466

The stars who make the hits are on
RCA VICTOR Records

	20-3480	ONE MORE TIME (V FT); TWELVE O'CLOCK AND ALL IS WELL (V FT), *Mindy Carson*
	20-3490	ROSE ROOM (FT); TELL IT TO ME (FT VC), *Erskine Hawkins*
*	20-3503	IN A SHADY NOOK BY A BABBLING BROOK (FT VC); LOVERS' GOLD (FT), *3 Suns*
	20-3469	LET'S TAKE AN OLD-FASHIONED WALK (V FT); JUST ONE WAY TO SAY I LOVE YOU (V), *Perry Como*
	20-3470	IF YOU COULD ONLY LEARN TO LOVE ME (V FT); LITTLE FISH IN A BIG POND (V FT), *Bill Lawrence*
*	20-3472	IT LOOKED SO GOOD IN DE WINDOW (V N FT); THE TELEPHONE NO RING (V N FT), *Ziggy Talent and Vaughn Monroe Orch.*
	20-3473	DITES MOI (V); PARIS WAKES UP AND SMILES (V), *Jean Sablon*
	20-3474	MILWAUKEE POLKA (VC); LAND O'LAKES SWEETHEART (Waltz VC), *Lawrence Duchow*
	22-0032	MY LAST AFFAIR (FT V); I'M THE GUY (FT V), *Four Tones*
	20-3484	A SUNDAY OUT IN THE COUNTRY (FT VC); ROSEANNA (FT VC), *Freddy Martin*
*	20-3483	FIDDLE DEE DEE (FT VC); IT'S A GREAT FEELING (FT VC), *Sammy Kaye*
	20-3488	CIRCUS (V); NO NO AND NO (V), *Tony Martin*
*	20-3491	HAND HOLDIN' MUSIC (V N FT); I ONLY WANT WHAT'S A-COMIN' TO ME (V N FT), *Dennis Day and Rhymaires*
	20-3492	DREAM OF YOU (FT VC); PUSSY WILLOW (FT), *Tommy Dorsey*
*	20-3493	SCALAWAG (FT VC); THAT WONDERFUL GIRL OF MINE (FT VC), *Irving Fields*
	20-3494	FOR MARI-YOOTCH (V N FT); FIVE FOOT TWO, EYES OF BLUE (FT VC), *Louis Prima Trio*
	20-3495	I AIN'T GOT NOTHING TO LOSE (V FT); TOMORROW (FT VC), *Lucky Millinder*
	20-3496	DON'T CALL ME SWEETHEART ANYMORE (FT VC); ARIZONA WALTZ (VC), *Spade Cooley*
	25-1128	SHIP AHOY POLKA (VC); JOLLY FELLA TARANTELLA (VC); *Merrie Musette Orch.*

VICTOR FOLK

*	21-0077	THAT PALOMINO PAL O' MINE (V); HOME ON THE RANGE (V), *Roy Rogers*
	21-0079	TROPICAL ISLAND (V); TAR HEEL RAG (Inst.), *Cecil Campbell's Tennessee Ramblers*
	21-0083	I'M THROWING RICE (V); SHOW ME THE WAY BACK TO YOUR HEART (V), *Eddy Arnold*
*	21-0074	SLIPPING AROUND (V); WEDDING BELLS (V), *Texas Jim Robertson*
	21-0076	DON'T EVER FALL IN LOVE WITH A COWBOY (V); NOTHIN' IN MY LETTER BOX (V), *Dale Evans*
*	21-0070	TEXAS LIL (V); A LETTER ASKING FOR MY BROKEN HEART (V), *Sleepy Hollow Ranch Gang*
	21-0084	I ALWAYS HAD A WAY WITH THE WOMEN (V); NEVADA WALTZ (V), *Dude Martin*
*	21-0071	VARSOVIANA (Inst.); BLUE DANUBE WALTZ (Inst.), *Bill Boyd and Cowboy Ramblers*
*	21-0072	SQUARE DANCE POLKA (V); YODELING BIRD (V Yodel), *Rosalie Allen*
	21-0073	PLEASE PAINT A ROSE ON THE GARDEN WALL (V); TEARS CAN NEVER DROWN THE FLAME (V), *Slim Whitman*

LOS ANGELES

(Continued from Page 26)

prefer the new PX electric: simplicity and low price," Carter said.

Al Mendez of Southland Distributing Co., exclusive Wurlitzer distributor, spent a week calling on the trade in San Diego and found music operators more optimistic.

Diminutive Al Hanlin is being called the "gentleman of leisure operator" now that he's working his operation on a five-day week basis.

Chris Elder, top-ranking bulk vending operator, reports volume is picking up at the coin boxes.

Dave Snyder, sales manager of Mini-Pool, has been travelling the Los Angeles territory, while prexy E. P. Baker has been covering San Francisco.

Larry Hansford, San Luis Obispo operator, dropped in for some equipment requirements; ditto Bob Cachon of Huntington Beach.

Irving Melamud, Alhambra bulk operator, is recovering from a recent heart illness.

Weymouth Service Co.'s *Electro* distribution area has been increased, and the firm has added Washington, Oregon, Montana and Idaho to its Southern California, Arizona, and Hawaiian Island territory. Robert Griggs will soon head north to take over the Portland headquarters, while Al Weymouth, owner of the firm, will make monthly trips to help Griggs in the new office.

Jack Neel of G. F. Cooper, Riverside, says it's nice and cool in Brawley—only 118 degrees.

Lee Wirt wears a new kind of hat now —a bandage covering that nasty crack on his head which was inflicted while unloading one of his shuffleboards.

Short Shots from Southland Distributing—O. E. "Jack" Everett of Kingman, Arizona, visiting with Southland's Jack Eyman, says the phono business is holding its own in Kingman. In addition to being a noted attorney, Everett has contributed much to the good will of the phonograph business in his role as operator . . . Southland personnel are getting their frying pans ready awaiting co-worker Karel Johnson's return from a fishing vacation . . . Mendez and Rothschild are busy boys these days covering the territory: one North and one South . . . Operators really appreciate the *1100* Wurlitzer phonograph Southland installed at Sues, Young & Brown's record counter. Gives them a chance to hear the latest records in full tone fidelity at the touch of a button . . . Southland's big parking area is really paying dividends, according to Stan Turner. It offers operators loading and unloading convenience and saves walking time . . . The firm is now handling the *Trojan* shuffleboard and Chicago Coin's *Bango*.

The out-of-towners swarming into Paul Laymon's busy headquarters included Roy Garrison, Phoenix; William Shorey, San Bernardino; William Bradley, Covina; William Black, Bakersfield; Charles Cahoone, Long Beach; John Ketchersid, Long Beach; Thomas Boddy, Lomita; Alex Koleopolus, Bakersfield; Howard Tisdale, Glendale; Herb Hanrion, Hanford; Henry Van Stelton, Whittier; Ernest Bryant, Glendale; Ben Korte, Glendale; Earl Wilson, Las Vegas; Bob Chacon, Laguna Beach; Jack Mallett, Claremont; Perry Irwin, Ventura; C. L. Richardson, Inglewood; Ivan Wilcox, Visalia; Jack Johnston, Long Beach; W. O. Adkins, Carlsbad; William Olson, San Pedro; George Licali, Ontario; Pop Burris, Montebello; Lawrence Raya, Colton; Stewart Metz, San Bernardino; Clyde Truss, Oceanside; C. A. Russell, Lake Arrowhead, and G. F. Cooper, Riverside. . . . Two old-time Los Angeles operators, George Cooley and Henry Ballard, dropped in to discuss old times. . . . Bally's *Champion* is bringing forth superlatives—and rush orders—from operators all over the territory. . . . N. J. (Red) Creswell, Laymon's head mechanic, left the hot pavements of Los Angeles behind and took off for a cool two-week vacation at Laguna Beach.

Cliff Blake is now representing a new lifetime battery which is guaranteed for the life of the car. He has set up shop at Washington and Flower.

Jack Gutshall closed his distributing offices on West Washington Boulevard the first of July and is taking a fling at automotive accessories, according to reports.

Laymon Notes Slow Business Pickup

LOS ANGELES—"Business has picked up considerably in the last couple of weeks," declares Paul A. Laymon who foresees improving conditions generally for fall and winter. "The holiday is over," he continued, "and the boys are coming in to pick up the new machines and hustle them out to their locations. And it's a prize assortment of new ones we have for them, too. For instance, there's the new Bally *Champion* which is really going to town and out-performing *Citation* in every instance. Operators tell us the take is 20 to 30 per cent better than any one-ball they have ever used.

"Then, too, we're doing a nice business on *Quizzer*. It can be operated anywhere and packs a load of interest with the new six thousand question reel. The device is an operator's dream insofar as attention goes, it's legitimate and provides fascinating amusement wherever installed."

Laymon is also featuring a complete line of shuffleboards and supplies, including the new Modern Scoreboard and Cats Wax in both fast and super-fast for blacktops.

Salesmanship Theme For Big NAMA Show

CHICAGO—A dynamic Salesmanship program for automatic merchandisers, highlighting the best in tried and proven selling methods, is being drawn up by the National Automatic Merchandising Assn. for its coming 1949 convention and exhibit at Atlantic City, Nov. 27 to 30, according to George M. Seedman, convention chairman.

Seedman says: "We have selected Salesmanship as our theme for the year's show because it, more than any other single item, is synonymous with successful automatic merchandising. The aggressive program being planned for Atlantic City is intended to help operators not only perfect their present merchandising techniques, but to acquire fresh ideas and additional know-how in selling their services and keeping them sold."

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ AUGUST, 1949 ★ ★ ★ ★

MERCHANDISE . . .

The hot months of July and August mean good news in the sale of soft drinks, ice cream and other refrigerated products. Vending machines are so widespread in the soft drink trade that they not only share in the total sales of beverages but also help considerably to raise the total.

The fact that one or more soft drink vendors are almost standard equipment for filling stations all over the country is full proof of how big a place vending sales hold in the total picture. Summer travel boosts vendor sales considerably.

But the soft drink trade offers little current information on its general trends in sales. Like the chewing gum trade, about the only official information to be had will come from scanning the rather close quarterly financial reports of some of the big firms in the business. The industry does not cooperate with the Dept. of Commerce, as does the candy industry, in collecting and issuing monthly data on sales.

Candy held the spotlight in June, with three national candy trade conventions meeting in Chicago during the month. The industry had to face the fact of real declines in candy sales, although supplies had encouraging reports to make of sales to the vending trade.

Back of the merchandise picture for the months of July, August and September will be the state of farm crops, upon which about 80 per cent of the ingredients used in merchandise depend. Conditions in June were so favorable that a bumper corn crop was predicted, which would greatly help the candy and ice cream supply trades. Unfavorable weather in July and August can always ruin the corn crop, but the summer started off very favorably, nevertheless.

The candy and ice cream trades will welcome a bumper corn crop because it helps them to hedge against high sugar prices. At the time of this writing, there were reports that the spearmint crop this year seemed to be short. Peanut crop reports were on the favorable side in early summer.

Business circles say that the general price trend for the rest of the year will be downward, and vendor merchandise will share to some extent in this general trend. Except

(See MERCHANDISE, Page 34)

Injunction Still Delays Ky. License On Vending Machines

LOUISVILLE — The Kentucky statute passed in 1948 for licensing music machines, games and some types of vendors was brought to the attention of operators in the state anew on July 1, beginning of the fiscal year for the state. Newspapers referred to it as a vending machine license.

When the Legislature was shaping and debating the law last year, both Coin Machine Institute and National Automatic Merchandising Assn. legal staffs aided Kentucky operators considerably in getting unfavorable provisions omitted from the proposal.

A court test also still pends. An injunction granted last year still prevents the license department from collecting on machines that vend merchandise.

Dr. Pepper Reports On Sales

DALLAS—Dr. Pepper Co., one of the active boosters of multiple-flavor vendors, reports on the first half of 1949 that "sales thus far this year have run at a satisfactory level"; its franchised bottlers number about the same as last year and their earnings have improved; the manufacturer's profits have declined some.

Higher cost of sugar this year, roughly one-half cent a pound, and lower selling price of syrup to bottlers has cut the firm's profits. The firm continues to boost vendors.

Fair Trade Trends Are More Favorable

NEW YORK — A decision by the New York Court of Appeals adverse to a department store that had sold cigars at cut prices has revived hope among the champions of fair trade. The case had been pending for many months and is regarded as a good precedent to support price maintenance laws.

A tobacco leader had said only a few weeks ago that "the fight over fair trade had reached the state of utter confusion." Such discouragement was a result of some unfavorable reactions and court decisions on fair trade in Florida, New York, Louisiana and other states. In Oklahoma and Florida state supreme courts had declared fair trade laws (involving liquor trade) as unconstitutional.

And then the tide seemed to turn again to fair trade. The Florida Legislature passed a new fair trade law, the House voting by a heavy majority of 62 to 6 for it and the Senate by a vote of 30 to 2. The new Florida law repeals the old and also was framed to follow the suggestions made by the state supreme court in its decision voiding the old law. The new law has been praised by the American Fair Trade Council.

Fair trade laws have been passed by 44 states and some of these states have also

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added unfair cigarette sales statutes to control cigarette prices, or prevent use of cigarettes for loss leaders. Liquor prices are also controlled in many states under fair trade laws.

The candy industry is also seen taking an official step toward fair trade as manufacturers follow wholesalers and have asked the FTC to help set up a code of ethics.

Fraga Reports Big Demand for "Topper"

OAKLAND—Operators with out-dated bulk vendors are now taking advantage of Standard Specialty Co.'s generous trade-in allowance and are replacing old vendors with *Toppers* at an ever-increasing rate.

"*Topper* is the answer to every bulk operator's dream," Bert Fraga, head of Standard Specialty, stated. "In addition to the liberal trade-in allowance, *Topper* is priced amazingly low, and its many new features have reduced service costs to a startling degree. The entire mechanism can be dis-assembled in 30 seconds. The coin mechanism is attached to the body with wing nuts—not screws—and can be taken apart in seconds. There is no need for even a screw driver except to adjust the portion dispenser."

Fraga added that the removable globe assembly permits the operator to fill his globes at his home and just replace the globes on location. Also, that the built-in wall bracket on the base of the machine saves the operator the cost of separate brackets.

Standard Specialty Co., one of the West's outstanding vending firms, has increased its already ample stock of pan candies. "Not only do we have the most complete stock and the best quality, but ours are the lowest priced," Fraga reported.

"Acorn" Gaining in National Popularity

CULVER CITY, Calif.—With additional distributors constantly augmenting Oak Mfg. Co.'s nation-wide network, the *Acorn* bulk vendor has established a strong niche in the field in an amazingly short time, and is fast growing in popularity.

"The *Acorn* is the only bulk machine which will vend every type of merchandise without any trouble," Sid Bloom, secretary of the firm, stated. "This great all-purpose vendor is built to give the operator years of satisfactory service—yet at the same time, because of its simplicity of construction and the separate service head feature, an operator can service twice as many *Acorns* as any other machine."

The *Acorn* was designed and engineered by Harold Probasco, production manager and treasurer of Oak, who has had 15 years' experience in the vending machine business.

Movie Attendance Declining

HOLLYWOOD—Movie theaters had a definite decline in attendance over the country during the second quarter of the year, particularly among the larger houses. This gives rise to speculation on probable outlook for the rest of the year. Leaders in the field say that July and August normally bring a pickup in movie attendance.

The movie industry says that May and June are "poor movie months" and that weather during the past few months has been chiefly sunny and clear, unfavorable to movies. The year started off with movie attendance holding on a level with 1948 but more recent declines suggest that business may level off at 10 to 15 per cent below the high peak of 1947. Currently, attendance is well above the prewar average.

Jacobs Closing Two Plants

DETROIT—The F. L. Jacobs Co., a post-war entry into the manufacture of soft drink vendors and coin-operated washers, has recently announced it will close some of its plants because of losses on these types of machines.

The Indianapolis plant, which has made washers and vendors for bottled Coca-Cola, is one to be closed and the operations will be moved to Detroit and Traverse City, Mich. Officials say the vendors will be made at the Traverse City plant. About 450 persons will be dropped from the payrolls with the closing of the Indiana plant. The firm will also close its plant in Louisville.

Officials say its plants have been operating at substantial losses "since sales of washers and vending machines dropped sharply last year."

Comment On Jacobs Vendors

Business Week magazine recently referred to the manufacture of Coca-Cola vending machines by the F. L. Jacobs Co. as an example of "diversification that didn't pay."

The Jacobs firm, a well-known manufacturer of auto parts, made big plans to add other products at the end of the war, like many other industrial firms. It added a washing machine (with coin-operated provision) and the vendor made to sell Coca-Cola. The Coca-Cola firm recommended the vendor to dealers, as it did machines made by three or four other firms. The Jacobs machine was on the list as an approved model for selling coke and early in the year Jacobs announced that production of the vendor had been stepped up to 5,000 or more machines per month.

But, a little later, Jacobs had closed its Indianapolis plant where the vendors were made, and had moved vendor output to a plant in Traverse City, Mich. Report is that output of vendors here is at a much smaller figure.

Concerning the vending machine, *Business Week* said: "The Coca-Cola vending machine, in common with at least three others in the field, was carefully developed for an equally obvious market. The Coca-Cola Co. was strongly in favor of having its bottlers use automatic merchandising aids . . . The vending machine's trouble stemmed from the very newness of the idea. Bottlers rushed to buy. Then they found that the machines entailed costs they hadn't counted on: trucks to transport the machines to their destination; servicemen's salaries; other charges. So they stopped buying."

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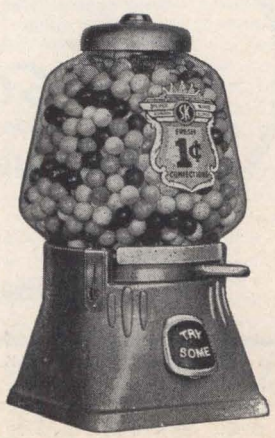

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More Cup Vendor Profits in Making Your Own Syrup

By L. A. Enkema

L. A. ENKEMA, the author of this article, is vice-president of Hurty-Peck & Co., Indianapolis 7, Ind., a manufacturer of flavors for soft drink beverages. His firm has come into contact with many operators of cup vendors who want information on how to make their own syrups. This article offers some general information on the subject. The firm has published a booklet giving more complete details on making syrups for cup vendors, which is available free upon request.

Several months ago THE REVIEW published a report about a firm in Chicago that operated cup vendors for dispensing soft drinks, and explaining that this firm had been quite successful in making its own syrups. The manager had stated that his firm competed very successfully with the most popular soft drinks on the market, and also the profit margin for the operation was greater.

The firm emphasized that operators who make their own syrups must stick to high quality standards, must merchandise their product, and they can make more money with their vendors.

We have helped many operators of cup vendors to make their own syrups and have shown them how to make very substantial savings on their merchandise. Most operators who start with cup vendors, of course, are not familiar with syrup making equipment or processes, and for that reason I have written a book on the subject.

During the last several months there has been a very definite trend among operators of cup vending machines toward making their own syrups. This trend will certainly continue and accelerate because it is the only way by which an operator can increase his profits definitely without having to increase his volume, or number of machines.

As is well known, most soft drink bottlers throughout the country make their own syrups because experience has taught them that this is about the only way they can produce quality beverages profitably to sell at a nickel. For the same reason, we believe that most cup vending machine operators will also make their own syrups in a short period of time.

One thing should be made clear. Syrup making is not difficult, for it is a simple and logical process. It requires accuracy and care, but it does not require any special skills. Over 90 per cent of the bottling plants in the United States make their own syrups.

The operator will need to consider the ingredients to use in making syrup, and normally there will be only four or five such items. The production of syrup simply involves the mixing of these ingredients together in accordance with practices that have become well established. It is desirable for an operator to know certain basic things about each of these ingredients, if he is to make syrup. The ingredients may be listed as water, sugar, flavor, acid and preservative.

Sugar

Sugar costs more than any other ingredient used in the syrup. Based on the price of sugar today, the cost of sugar represents about 75 to 80 per cent of the total ingredient cost of the syrup. Some people have attempted to reduce their costs by reducing the amount of sugar used in the syrup. I must emphasize that this is false economy—because by so doing the body and sweetness of the finished drink are reduced, and the beverage will no longer have the full appeal and refreshment value to the consumer. The decline in sales which follows, costs a great deal more than enough to offset the savings made by the sugar cut.

The beverage industry has quite definitely established the correct amount of sugar to use, in order to have a good product. Water should not prove a problem for most operators as, normally, regular city water is satisfactory for use in making syrup. However, it must not contain excessive water growth, minerals, alkali, or chlorine. If the water is satisfactory for the drink, it will also be satisfactory for use in making syrup. Either hot or cold water may be used in the preparation of syrup, hot water being preferred because it speeds dissolving of the sugar.

Flavor

Operators will need to know more about flavors than about any of the other ingredients, for flavor is probably the ingredient about which least is known among those who have not had experience in making syrups.

In the final analysis, it is flavor which gives the finished beverage its taste appeal and distinctiveness. It's flavor that makes the difference. Consider for a moment that syrup makers might very well use the same brand of sugar, the same kind and amount of acid and water. But the thing that makes the difference between syrups is the flavor used. It is for this reason that operators should give much study to flavors.

There are natural flavors, and also synthetic or imitation flavors, and the public is confused as to the difference. Many consider a synthetic to be a poor, and not necessarily harmless imitation of the original. This is far from true.

Nature makes natural flavoring oils. Certain flavors such as orange, lemon, lime and grapefruit are not synthetic, even though frequently they do not contain large quantities of the natural juices. The flavor comes from the natural oil which comes from the peel of the fruit itself.

Through man's knowledge of chemistry he has been able to duplicate many original flavors so that the imitation products often have the same chemical analysis, and much of the taste and aroma. These synthetics are entirely harmless and they meet all food and drug requirements when labeled as imitations. In many instances, synthetic flavors produce better tasting beverages, are lower in cost, are more stable and far less hazardous to use than the natural flavors.

Any flavor which contains any imitation flavoring ingredients must be labeled as an imitation. Even though some natural flavors are present, the product must be labeled as an imitation if any artificial flavor is used, under the Federal Food, Drug and Cosmetics Act—and the word "imitation" should precede the name of the flavor imitated and be in the same size and style of type. This is required, of course, for the protection of all those who will subsequently handle the product in interstate commerce. Within a state's borders the individual state regulations should be followed.

Operators who have not already studied flavors may find the terminology used in expressing the strength of various flavors to be somewhat confusing. Also, there may be surprise at the great range of flavor strengths which are available. But complete information can be had on this subject and it will not interfere with the operator making his own syrups.

Flavor strength is usually expressed in

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ounces, and is ordinarily based on the quantity of flavor necessary to use with one gallon of simple syrup. For instance, you might see "Lemon Flavor, 1 oz." listed in a flavor catalogue. The "1 oz." indicates the strength of the product, and means that one ounce of this Lemon Flavor should be used with one gallon (128 ounces) of syrup. Speaking in larger terms, one gallon of 1 oz. flavor would be used with 128 gallons of syrup.

Other strengths are based on the same plan. For example: "Orange Flavor, 4 oz." means that four ounces of flavor are required for every gallon of syrup; or one gallon of flavor should be used with 32 gallons of syrup. Flavor strengths expressed in this manner range from the highly concentrated ½ oz. products to those with 8 oz. concentration.

When flavors are 8 oz. or weaker, the method of expressing strength is often changed to show how many gallons of syrup are used with one gallon of flavor. For example: "Orange Flavor, 1/16" means that one gallon of the flavor is used with 16 gallons of simple syrup. (Actually, a 1-to-16 product is equivalent to an 8 oz. flavor in strength because eight ounces of the flavor are used with each gallon of syrup).

Some flavors can be concentrated very highly. Others, due to the bulk of ingredients, cannot be concentrated very much. The use of most highly concentrated flavors is impracticable for a number of reasons: Small errors in measurement might result in serious changes in the finished drink. It is difficult to maintain a uniform drink because even slightly different measurement of the ingredients of different batches will result in different taste, color, aroma and appearance. Hence, it is generally accepted that it is better to use a flavor with less concentration, because it is easier to maintain uniformity.

Normally, the use of flavors with 4 oz. strength is recommended to operators of cup vending machines to make their own syrups. In this concentration, the flavor manufacturer can include all of the required color, cloud, preservative, and foam, if desired, in addition to the flavor in the product. At the same time, it is possible for the flavor manufacturer to achieve fine and delicate flavor blends in a product of this concentration—all of which help the operator to produce fine quality syrups which are uniform and standard.

Flavors used by operators of cup vending machines should not contain pulp or juice fines without testing them in his machines, because the presence of these particles might clog up syrup lines and valves in the cup machine.

Most flavors are packed in one-gallon amber-colored glass bottles, with paper-lined tin screw caps. This type of packaging has been adopted after many years of trial and error, as it combines the most practical use along with the most protective storage. A gallon, which weighs from 10 to 15 pounds, is easily handled. The screw cap makes it easy to reseal after partial use. The amber color of the glass is protection from the destructive rays of light.

Operators will thus understand how important flavors are in making their own syrups, but the ideas given here will also show there is no big mystery about it and that operators can do their own job. There are a number of rules for handling and storing flavors, but these are matters of detail and complete instructions are furnished by the manufacturer of the flavors.

Other Ingredients

Acids and preservatives are also in the list of ingredients. Acid is the natural or added ingredient in a drink that makes the consumer smack his lips. It gives life and tang to the flavor.

The principal acids used in soft drinks are citric, tartaric and phosphoric. They each have individual characteristics that lend themselves to different flavored beverages. Citric acid is used much more extensively than any other acid in soft drink beverages. Phosphoric is used in cola drinks and tartaric acid is sometimes used in imitation grape drinks. Citric acid can be and frequently is used in imitation grape drinks and in practically all other flavors.

The flavor manufacturer will provide a formula recommending the use of a certain amount of acid in the preparation of syrups, and the operator can easily follow these directions. It should be pointed out, however, that the amount of acid recommended by the flavor maker is the amount which is most generally acceptable, and this acid recommendation sometimes does not allow for territorial taste preferences. In some areas the public likes their drinks more tart than in other areas. The amount of acid recommended by the flavor manufacturer can be varied slightly to suit taste preferences of any given area without harming the beverage.

Acid solutions can be purchased from flavor manufacturers, but it is recommended that operators purchase dry acid and make up their own solution. Acid solution is easy to make, and by making his own an operator can keep his costs to a minimum and make worthwhile savings. One of the most common methods of making acid solution is as follows: Put five pounds of dry acid in a measure. Then add 80 ounces of hot water. The acid will dissolve readily in hot water with only a slight amount of stirring. This will make one gallon of solution which is ready for use.

Operators of cup vending machines need not be concerned with preserving the finished drinks dispensed by their machines because these beverages are consumed immediately after they are dispensed. It is well, however, for operators who produce their own syrups to use a preservative in these syrups to keep them from developing spoilage.

Benzoate of soda is the most commonly used preservative in the soft drink industry. Use of the preservative up to 1/10 of one per cent is permitted by the Federal Government and by all states except Wisconsin. In many flavors it is possible for

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the flavor manufacturer to include enough benzoate of soda in the flavor to provide approximately 1/20 of one per cent in the finished syrup. It is an advantage to the operator to have this preservative added to the flavor because it eliminates the necessity of his having to add preservative to the batch and it also insures that his syrup will be adequately and uniformly preserved.

About Equipment

Operators who think of making their own syrups will want to know especially about equipment and also the room or location necessary. The suggestions here are to meet the needs of cup vending machine operators who will have small or moderate sized syrup operations.

Tanks, agitators, syrup strainers and filters, measuring devices, hydrometer and containers make up the equipment. There are details about each of these items of equipment but there is nothing complex about any of them. Stainless steel tanks mounted on legs are considered best for making of syrups and these tanks are available in numerous sizes, and from a number of reputable manufacturers. Operators of cup vendors who produce up to 100 gallons of syrup a day will need only one stainless steel mixing tank. An economical size would be one with a capacity of from 60 to 120 gallons. The finished syrup would be produced in this tank and filled into containers from the outlet valve on the bottom of the tank.

It is necessary to have an agitator which will do the mixing mechanically which is required in syrup making. When the sugar is added to water, the water must be agitated rather forcefully (but not too rapidly because that would beat air into the syrup) to dissolve the sugar and get it completely into solution in a reasonable length of time. Stainless steel tanks are available with these agitators built in, also equipped with motor to drive the agitator. With such a tank, all that needs to be done is to plug into an electrical outlet and the tank is ready for use. Portable agitators may be obtained, if a built-in agitator is not desired, the portable agitators being a little less expensive.

All sugar, no matter how refined, contains a small amount of foreign particles which should be removed in making syrup. This can be done effectively by straining, or filtering the simple syrup. If they are not removed, it is possible they may be seen by the naked eye in the finished drink. They may also be a source of spoilage in the syrup, or cause mechanical difficulties in vending machines.

Suitable strainers are small in size and may be had from $20 to $25; they must be of high grade materials to prevent any chemical action from the ingredients used in syrup. The straining of syrup can be done as the finished syrup is being filled into containers.

Syrup filters are expensive; the cost is in the neighborhood of about $400. They do a very thorough job and may also remove some of the color and flavor which is present in the finished syrup. Therefore, only the simple syrup should be run through a filter.

For all practical purposes, the syrup strainer is adequate for the average syrup making operation and it appears that for most operators of cup vendors the use of a strainer, rather than a syrup filter, would be the logical way to start.

The average operator will need about three sizes of glass graduate measures, also

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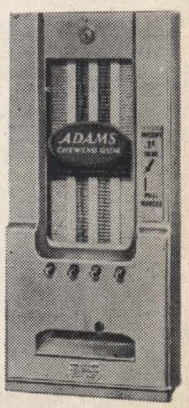

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Boston Baked Beans (BBBs)	23c lb.
Parched Corn (Cornnuts)—Delicious	23c lb.
Pistachio Nuts—Red	65c and 88c lb.
Rainbow Beans—Regular	23c lb.
Spanish—New crop, salted—GOOD	24c lb.
Gum—Regular Ball Gum, 125 count	35c lb.
Gum—Bubble Base, 125 count	27c lb.
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Redskins	28c lb.
Pine Nuts (Pinions)	43c lb.

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two sizes of stainless steel or copper measures. These are easily obtainable and are not expensive. Scales that weigh up to 10 pounds are also desirable. A Baume hydrometer and jar will be a real aid also to check the syrup after it is made to see if it contains the correct amount of sugar. This latter equipment is not expensive.

Containers are necessary in quantity and it is suggested that wide-mouth flint glass gallon bottles be used for the syrup. When considering equipment, it is important to emphasize that absolute cleanliness be observed in handling and storing equipment at all times. There are regulations that require certain procedures in handling equipment, but the operator should also be desirous to keep his equipment clean at all times—more than the law actually requires.

The room or location for making syrup can easily be decided on. It should be screened, have a convenient floor drain, have walls so painted that they can be easily washed and kept clean, and a supply of hot water should be available. Adequate sink capacity should also be provided. Then, be sure to find out about local health and sanitary regulations and comply with them from the beginning.

With this general view of ingredients and equipment, it can now be said that the procedure in making syrups and the formulas can well be handled by the operator. Details on how it is done may be obtained from our firm, or other manufacturers.

Perhaps the final argument needed to convince the operator of cup vending machines that he should make his own syrup is to suggest the cost figure for which he can make it. At the time of preparing this article, the total cost of ingredients for making one gallon of quality syrup would be about 60 cents. Other costs, such as labor, overhead, etc., can usually be figured at 10 cents per gallon. That cost figure has a meaning for the operator of cup vending machines.

MERCHANDISE

(Continued from Page 29)

that current reports indicate milk prices will get higher.

A review of various reports on vendor merchandise follows:

Apples—New crop reports are favorable; total national consumption has not shown signs of any real increase, as growers had hoped.

Almonds—Early reports on California orchards indicated a crop equal to about 75 per cent of normal, which will be ahead of the crop last year. Almonds have recently been placed under the Agricultural Marketing Agreement Act, bringing prices under government control. Demand for almonds in the spot markets has been reported steady in recent weeks, with little price change.

Candy Bars—A more detailed report will be found in the *Candy Vending* section in this issue.

Chewing Gum—No reports of any recent significance are available at this writing.

Cigars—The cigar trade has been showing more interest in fair trade and price developments than in actual sales trends, it appears from recent news. An official report on sales of tobacco jobbers for the first four months of the year indicated a general decline from the same period last year. Also, the report showed greater variations than usual in the sales trends in different territories.

Cigarettes—A more detailed report will be found in the *Cigarette Vending* section in this issue. In a recent check with cigarette operators by THE REVIEW, about 40 per cent reported that current sales through vendors are increasing, while the other 60 per cent said they had found sales declining some. This shows a spotty situation which runs similar to reports on cigarette sales coming from retail stores.

Cookies—No conclusive reports are available. One retail trade report says sales have recently declined.

Coffee—The big market trend has recently been upward, with little reason given for the increase in price.

Frozen Foods—Reports on this item are routine, but the developments in frozen foods equipment are bringing about significant changes in the marketing of fresh vegetables of all kinds.

Hosiery—Retail sales drop considerably in the summer, more so in the Midwest and West than in the East. Market interest is in the coming fall styles.

Ice Cream—With the season favoring the high tide in ice cream sales, the trade had before it official reports that sales for the first half were running about 5 per cent below 1948—a continuance of the decline since 1946. But sales are still about 11 per cent above 5-year average.

Ice cream manufacturers began cutting prices in April and May but reports do not show whether retailers have passed such price reductions on to the consumer. Many manufacturers voiced the fear that retailers would not reduce prices until forced to do so by competition.

In the three leading ice cream producing states, New York and Pennsylvania have been showing increases over last year and the 5-year average, but California showed a decline in April and May.

Juices—Market interest has centered

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LOW IN PRICE

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chiefly in the outlook for the new tomato crop and tomato juice. The early summer brought a decided increase in demand for tomato juice, according to reports, and all citrus juices also shared in a seasonal increase. Inventory stocks of juices as of June 1 were substantially less than a year ago, except for pineapple juice. California reported fairly heavy bookings for juices while Florida reports demand strong and prices holding at a high level.

The Florida new citrus crop is said to be a month late and growers expect prices to remain high well into 1950. New tomato crop shows increased acreage and is earlier than usual.

Milk—Milk prices make the news almost daily. A recent government report says farmers are likely to get a higher price for milk during the rest of the year, since the peak of production for the year has passed. But milk prices declined in the last half of 1948, when the normal course is for an increase. The general pressure is for lower retail milk prices.

Nuts—The market centers are reported as having moved nearly all old stocks of nuts used by candy makers and others; demand is good and prices are holding steady.

Peanuts—Crop reports were generally favorable during June, except that heavy rains in the Virginia-Carolina district had delayed growers to some extent. Demand in the three big growing areas was reported as light but prices were holding steady. Supplies held by farmers were considerably below the same time last year.

Pop Corn—This product shares in the generally optimistic outlook for a bumper yield this year, based on reports as of July 1. Some theaters have emphasized increases in pop corn sales.

Soft Drinks—As mentioned in the introduction, official reports are lacking in soft drink sales at a time when it reaches its peak for the year, and when vending machines are also making big headway in dispensing the product. At the end of June, a report from the big flavor oils market said: "A steady flow of citrus oils is said to be going to the soft drink trade. A portion of the movement is against orders placed earlier in the season and additional purchases are being made with a degree of caution." This report would suggest that the soft drink trade was hesitating about sales during the summer. Currently, the weather is entirely in favor of peak sales of soft drinks.

A manufacturer's report on Hire's root beer says sales of the product jumped 40 per cent in May, over the same month a year ago and the high rate continued in June. This firm reported that wholesalers and retailers had held down on stocks of soft drinks this year, and that low stocks of soft drinks boosted root beer sales. Hire's gave a special boost to vending machines in its report.

A trade magazine reported that "unusually hot weather in May and June was a boon to the soft drink business." One soft drink report suggested that cheaper metals would aid the soft drink business because vendors could be made more cheaply.

New Conventions On Review Calendar

Two new conventions appear in The Review Calendar in this issue. One is a convention of retail manufacturers of ice cream, a group that would interest operators of vendors if they ever find it profitable to make their own merchandise. But operators of ice cream vendors say it is much more practical to buy the product from reputable manufacturers.

The next annual convention of bottlers of carbonated beverages also appears on the Calendar. This convention may make history by banning cup type vendors from its exhibit hall. The action will certainly warm up the debate in the bottling industry over vendors, single and multiple flavor and also bottle vs. cup competition. The organization leaders say bottlers logically must stick to machines that boost the bottling trade, hence the ban on cup vendors.

Corn Syrup and Cheaper Candy

BETHLEHEM, Pa.—In the continuous battle to produce candy at a lower price, manufacturers often turn to corn syrups and sweeteners to offset higher priced sugar. At a meeting of candy experts here, the pros and cons of corn syrup were fully discussed.

Corn syrup averages about 30 to 40 per cent of the sweetness of sugar, but is very useful to the candy maker in preventing crystallization; corn syrup has long been recognized as a wholesome food product and its use in candy can be advertised on this point; corn syrup imparts only a mild sweetness but blends easily with all flavors. Scientists say there is much to learn yet about the food value of corn syrup.

Price War Hits Soft Drinks

OKLAHOMA CITY—Oklahoma has a new law which is aimed at stopping cut-rate practices or price wars. Price wars in the state had taken in soft drinks, another article sold through vendors. Cartons of soft drinks had sold for as little as 12 cents and the soft drink trade became alarmed.

The cigarette trade had long been accustomed to their product being used as "loss leaders," but the use of soft drinks for the purpose, as happened in Oklahoma, was a new idea—but good testimony to the pulling power of the merchandise.

REGIONAL BUSINESS REPORTS . . .

First Summer Month

June, the sixth month of the first half of 1949, ushered in summer in full bloom and the coin machine trade, like other businesses, was busy in trying to judge the trend of things. Most state legislatures had adjourned and the trade had not fared so adversely as might have happened.

The amusement games division made some decided gains in the approval given to licensing pin ball with extended play in Arkansas, Oklahoma and South Carolina. Payouts made good gains in Maryland. Cigarette machines were involved in various legislative bills but chiefly in giving them a place in the regulatory setup for the tobacco trade.

The first half of the year did not do so badly by the industry with respect to legislation. The entire trade, however, was included in the spreading quiet that enveloped practically all business.

Most reports for the first summer month are routine: operators in many states shift as best they can to cater to tourist trade; candy vendors have the usual problem of changing to summer candies; soft drink and ice cream vendors show seasonal gains.

June was especially marked by conventions in the candy trade, producing extra candy news. Shuffleboard tournaments in Chicago, Springfield and St. Louis were also important but were held too late to get reports in this issue.

Regional reports submitted by our news correspondents follow:

Cincinnati

The weather man knocked general automatic vending business out of kilter last month, with over 90 degree temperatures for a prolonged period. This places general business in the "B" category for the first time in recent months.

Automatic phonographs were off in patronage from last month and last year, with the weather a very important factor.

It is also reported amusement games were off about 10 per cent from last month. This was almost strictly seasonal, although the labor situation had something to do with it.

Play fell off only slightly on shuffleboards. The interest in the boards still runs at fever heat, and plans are being fostered for a league by some of the zealots.

The brightest star on the horizon was the soft drink business. This is reported to have been very good, with some spots displaying August activity.

Coffee continued to sell very well at 5 cents a cup, although there was a noticeably slight drop from last month, a purely seasonal reaction.

Milk sales were very encouraging, being better than last month. There are no automatic juice machines here that can be located.

The only way to describe the candy situation is—down!

Cigarettes improved over last month, and held an even keel with the same month last year. Old Gold sales are reported to have shown a heavy increase recently. The proposed 3 per cent state sales tax, added to the already heavy cigarette tariff, and which would have cost operators $25 per unit for adjustments, has been defeated in the Legislature, it is reported.

Pop corn sales were off seasonally, as were nuts of all kinds. Chewing gum continued to feel the price-cutting which enables money-conscious buyers to get 20 packs for 65 cents in the chains. This is also true of the Life Saver type candies.

Airport arcade business was also off seasonally about 10 per cent from last month. Resort arcades displayed a fine increase, and voice-letter machines at these spots were a stellar feature.

Record business is below normal for the season, and reduction in interest is ascribed almost entirely to television in homes.

Coin-operated TV has just been introduced here for homes. A Crosley set, with *Visimeter* attachment, operates on the insertion of 25 cents for one hour. After you have put enough quarters in the set it belongs to you.

The first almost entirely automatic lunchroom has been installed here in a leading department store employees' snack-bar. A sandwich vending machine, with six columns, sells five kinds of sandwiches and a fancy pecan roll, has a radar range over which, in two minutes, one may cook his hamburger, chiliburger, wiener or hot-dog.

The vendor operates on three nickels, and the machine is flanked by Coke and coffee cup machines which dispense drinks at 5 cents each. Business is very good, and all machines are owned and operated by a bona fide vending machine operator. A prominent club is interested in a similar setup.

Scales, one place where a penny is still supreme, are enjoying a nice summer-time business.

Lay-offs in groups ranging from 10 to 150 industrial workers, hiked unemployment figures around 2000 higher than the previous month. This is very close to the January peak.

George Keith

Columbus

With general business activity sliding more rapidly than expected, some 130,000 Ohioans are claiming weekly unemployment benefits, the Bureau of Unemployment Compensation reported recently. That's more than three times the figure for June last year and the highest since June of 1946, and BUC heads say the figure may go even higher on seasonal factors alone.

Mass vacations and inventories are said to be responsible for some of the unemployment as plants and factories close down briefly during July and August. Despite the unfavorable picture for the state in general, the ranks of unemployed in Columbus have increased only two per cent since Jan. 1, and Delmar Starkey, executive secretary of the Columbus Chamber of Commerce, said there is no indication of any alarming increase.

Restaurant and bar business has been up somewhat, which means that play of automatic phonos and amusement machines has been rather stable. There is some evidence of tighter money conditions, but mostly good economic conditions prevail.

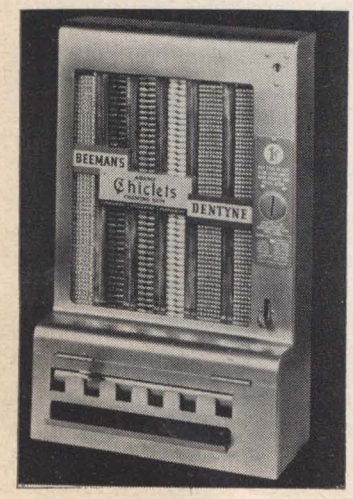
Automatic phonographs are still in there pitching for a good portion of any spare cash which is spent in local bistros and other amusement spots. As more and more people get outdoors for their recreation, it is true that music boxes will suffer from a drouth of nickels. Outdoor amusement spots are doing well, however, and it may be that business is balancing up all right on this score, even though many of the nickels may not be flowing in the same channels.

Jack Shaucet, owner of the Times Tonomatic Corp., local music box firm, recently donated 96 baseballs to the Fire Department Emergency Squad No. 1, which is assisting in the drive to obtain athletic equipment for the youth of Columbus and Franklin County.

BUSINESS BAROMETER

JULY 1949	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	B	B	B	N	A	B	N	N	B	N
Columbus	B	N	N	A	A	B	A	B	B	A
Los Angeles	N	N	N	N	A	B	A	B	N	A
St. Louis	N	A	N	A	A	B	A			
Spokane	B	B	B	B	A	N	N	N	N	N
Wash. D. C.	N	N	B		A	B	N	B		

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL



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Red or Blue Hammerloid baked finish (limited number in Satin finish Stainless Steel) slug proof with coin return; 6 columns, 300 piece capacity; 16" high 4½ deep, 10" wide; weight 20 lbs.

Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost.

YOUR SALES CAN BE INCREASED BY 20% AND YOUR NET PROFITS 25%

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HAL R. MEEKS,
National Distributor

Factory reconditioned Mills Venders cannot be told from new in appearance or operation and carry standard new machine guarantee at new low prices.

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It appears that Portsmouth is preparing to enforce a 1945 ordinance which places a $10 license fee on every pin ball exhibited in the city. A new blank entitled "Application for License to Display Mechanical Amusement Device" has been drafted by the legal department of that city and mimeographed. The pin ball license ordinance has been on the books since Feb. 21, 1945, but actually never has been effective because the fee is not collectible on pin ball machines having a free-play device. The new anti-gambling ordinance makes the free-play illegal so that every pin ball machine now in operation is presumed to be subject to license.

The fee was first set at $25 and then reduced a few months later to $10 per machine. The old ordinance calls for the proprietor of the place, where the machine is displayed and played, to pay the fee. At one time pin ball operators interpreted the law to mean they had to apply for the license. The law also requires the placing of a seal on the machine to show it is licensed and does not have a free-play device attached.

Shuffleboards continue to gain in popularity here, with almost every bar, club, fraternal organization and other relaxation centers having one or more of the games on the premises. Most of the boards around here are the 22-foot variety. League play has taken over in some places. Winter will probably see several more leagues blossom out as the indoors beckons.

The recent hot, humid spell which we went through boosted the sales of soft drinks to astronomical proportions. The Fourth of July holiday saw many machines empty of many types of beverages. Some people still consume coffee, hot as it is, but it really takes a back seat in this hot weather. The appearance of the shorter—and consequently lesser content—bottles has come into the local market, but cup vending machines still retain the traditional size cup.

Summer candies are the only kind around at the moment in any great quantity. Package sizes appear to be larger this year, but the public is still getting its nickel's worth, considering the current worth of the jitney.

William D. Bailey, supervisor of the excise section of the Ohio Department of Taxation, reported that June 1949 collections of the two-cent cigarette tax increased $16,555 over the previous month last year. For June 1948 the tax stamp sales were $1,604,370, while for the same month this year the total reached $1,620,925.

For the year-to-date, the increase in cigarette tax stamp sales is up 0.93 per cent. Sales for the six-month period in 1948 were $8,444,828, while the same period in 1949 saw total sales reach $8,523,713.

Pop corn venders are off considerably, especially with the heat wave's effect on such a commodity.

The gum industry has been set back by the lower prices available for the product in chain stores.

The Fan Tan Gum Corp. in Dayton has been sold to a Pittsburgh group headed by J. L. Clark. Maurice J. A. Ryan of Pittsburgh is treasurer of the new corporation which will operate the firm. Clark and Ryan have been associated with the firm which manufactures the Clark candy bar. Ryan said sales activities of the Fan Tan firm will be enlarged and that several improvements will be made in the merchandise quality.

The City Products Co., City Ice and Fuel Division, has installed a coin-controlled ice dispenser. Fully automatic, crushed and cube ice is packaged for the consumer. Block ice, dispensed in 25-pound cakes, comes unwrapped. The new service is operated daily. Automatic floodlights come on at 7:20 p.m. and stay on all night. Packaged ice sells for 30 cents. A 25-pound cake slides down the chute when 15 cents is inserted.

W. C. Arthurs

Los Angeles

One of the best-informed coinmen in the business has some timely comments to offer on current trends: "With many operators crying the blues, it's about time somebody looked at this industry with perspective," he said. "If the country were coming out of a depression, operators would be happy at the volume of business they are doing. But because this is a period immediately following a boom, and operators are comparing the peak boom period with today's conditions—instead of pre-war conditions—some of them walk around with long faces and longer stories."

In the over-all size-up, the picture isn't gloomy. An increase in the purchase of music equipment has been noted; and when operators purchase, they are expanding. With general business conditions in many other fields at a low ebb, this expansion is a healthy indicator.

Progressive operators are experimenting with various new type games such as *Bango*, *Shufflepins*, and coin-operated billiard tables. The latter is coming up fast.

For the investment and service required, shuffleboard has proved itself one of the best of money-makers. "Even if a location's take has levelled to $20 a week—which is a low figure—I can make out all right," one experienced operator said.

Cigarettes are moving at a steady pace, although they haven't returned to the pre-price-war peak. The weather has slugged candy, but this is a seasonal occurrence. Coffee vendors continue on an even keel; beverage machines are getting their share of hot weather sales; bulk merchandise has picked itself off the floor and is moving slowly forward; scales are strong and enjoying steady volume.

St. Louis

Vacation time pulled a lot of the 49th State's coinmen out of St. Louis' torrid climes during June. On the absent list were Joe Morris, Chuck Larcom, Al Haneklau, Lou Morris, Del Veatch, Carl Trippe, Paul Williams, Abe Jeffers and other luminaries of the trade.

Vending machine operators, despite hot weather slow-downs on candy bar stocking, report increases ranging from 5% to 25% on routes through the city, particularly in the cigarette field. Reasons are primarily a cool month which brought in many tourists, and the hot pace of the St. Louis Cardinals in the National League, which has kept heavy traffic of baseball fans crowding the taverns throughout the city.

The Table Shuffleboard Assn. held its first national convention in St. Louis on June 27, 28, and 29, at the Claridge Hotel. Those among the 350 or more registrants included manufacturers, distributors, and even a few organized players, team managers and location owners.

Music play, report large operators, has been on the increase through St. Louis, traceable to new hit songs from "South Pacific," some of which are setting records for weekly take in good locations. All distributors report plenty of orders on hand for phonographs, and that buying has apparently been resumed after the "waiting period" of April and May.

Robert Latimer

Spokane

As we go into the hot phase of the summer here in the Northwest, business seems to be in a sort of suspended position in general, despite reports and surveys by different government and business authorities to the contrary. One thing seems to indicate that there is nothing serious to worry about and that is the continued advance here in new building and new branch headquarters for large national concerns. It is something new for Spokane to be continually reminded by big business concerns that we are sitting in the limelight of the future and to prepare for big things to come in the years ahead. Prudential Life has

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BOSTON BAKED BEANS
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just installed one of its new regional offices here and will maintain a staff of over one hundred office workers.

Phonograph operators report below normal collections although, with the coming of hot weather, things may pick up in the tavern spots.

Amusement and pin ball men say that they are not out of the woods yet, so far as getting the games back to pre-fight days. By pre-fight, they naturally refer to the days before the multiple troubles that started in February and persisted until recently. The outlook seems fair as to future operation. The city council has turned everything over to the State Supreme Court, thereby doing the same as many other cities and counties have done in the past where the State law has been challenged. It is hoped that the State will look at the question (if and when it does) from the tax revenue angle.

Shuffleboards are in the same slow cycle that persists in most all business pertaining to the coin-operated field. All likely spots seem to be covered at this time. A seasonal upturn may start with the coming of cooler weather.

Candy, cigarette, pop corn and other vendors are on an even keel, with a natural upturn in beverage sales.

A new and persisting business which operators are interested in is the increased patronage of single ride units, such as merry-go-rounds and miniature trains in this area. Much talk is heard among operators as to the future of this amusement field.

Montana seems to be going through a very uncertain period so far as the operation of bell machines is concerned. Stan Martinson reports business is in an uncertain cycle until things clarify themselves so far as the State's Attorney General is concerned. Stan does all the installations for Art Rud, local jobber for O. D. Jennings Co.

Idaho has settled its differences, with bell operations in most communities going along fairly well. Governor Robins was turned down flatly by the recent Legislature in his fight to oust them.

W. L. Ferrall

Washington, D. C.

Appropriations for Federal agencies were higher after a little help from the Senate, and so Washington lay-offs are less than were earlier expected. Mid-July, however, still found many Government employees unsure of their jobs, and this apparently played a part in keeping general business lower than otherwise.

June business in Washington, according to Commerce Department estimates, was slightly below that of May. However, for the first six months of the year, total business was still up nearly 3% from the same period in 1948. Pay raises for city employees went through on schedule, and workers for the bus system were slated for an increase before the end of July.

Except for a few days, the weather has been torrid, and this has affected coin machines both ways. On one hand, soft drink and ice cream venders have increased sales to a point about equal to last year. Amusement games, however, have been feeling the effect of heat since many of them are located in non-aircooled locations. Also it must be remembered that aircooling in this swampy city is not as effective as elsewhere because of the extremely high humidity.

Grosses for all types of machines located in roller skating rinks and bowling alleys have been sagging as their seasons drew to a close. Much of this loss, however, has been made up by the opening of summer locations such as parks, pools, archery ranges and golf-driving courses. Little change has been noticed in receipts from most types of coin machines, on the whole.

Roy S. Ramsey

LETTERS TO THE EDITOR

Makes Fair Living

To the Editor: I am an operator of the old school, for 20 years in the cigarette business. It's like all other businesses. It is a case in which you give your life to it and you end up with a fair living, plus a whole lot of old equipment and always buying new to replace the old.

The law-makers run your business. The cigarette operator is continually changing prices and every time he must change prices, it is necessary to have money on hand to pay the cost. It is make the change in equipment, or he cannot operate. The cost of equipment, of course, has gone away out of bounds, in proportion to the profits an operator can make.

I am sure all this will affect the manufacturer also, that he will not be able to sell as much as he did previously. No business man, starting out new, would be crazy enough to invest the money necessary to go into this business now. He would certainly pick a more profitable field per dollar of investment.

I guess that is what all operators in the business will say. I don't say that the fellow already in the business will not invest in machines. He will have to invest to remain in business. Other factors enter into the picture also. An operator may want to expand, because he is already in deep and may just as well keep going, always waiting for the big break to come.

About this time, those who read my letter will say to themselves, "Well, why the hell doesn't he get out of the business?"

Here's your answer. I have already said that after 20 years in the business, I have always made a fair living, and then taxes and equipment take my earnings. So, at the end of 20 years I have made money but most of it is in equipment.

I now have a small fortune, not in cash, but in equipment. If I wanted to turn the equipment into cash, the prices I would get for it plus what I would have to pay in taxes would still leave me a struggling vender for life.

This may sound like dissatisfaction, but it isn't. I could be lots worse off, or a helluva lot better off! That is, in some other business, for my effort and time. There are some adjustments that will have to be made in this business before it will be good, safe, and sound.

—M. J., Pennsylvania.

It isn't often that an operator, as well-known as our Pennsylvania reader in the trade, can be provoked to write a letter. But sometimes it can be done, if the right questions are asked. A question about costs of changing equipment in accordance with higher cigarette prices brought the response.

We all may wonder that, after 20 years in most any business, if the majority wouldn't be philosophising just about like this cigarette operator.

The letter also expresses that underlying philosophy that has brought thousands of men into the business through the years, and kept them there. The picture of the average operator is that of a man who wants his own independent business, wants to be his own boss, and wants to make a good living for his family.

As M. J. expresses it, "After 20 years in the business, I have always made a fair living . . . always waiting for the big break to come. I could be lots worse off, or a helluva lot better off." About 95 per cent of the operators in the nation will agree that pictures them.

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Pleads For Quality In Popcorn Vendor Goods

NOTE—The following is a frank expression of opinion on the pop corn vending business in general, the expression coming from an official of an organization high in the supply business but, due to the opinions expressed, he asked that his name be withheld. The import of his criticism is that operators must stick to quality and leaders in the pop corn vending trade have long insisted that selling quality goods is the one thing that will maintain the vending business.

Off the record, I am very much afraid that pop corn vending machines have been handled in such a manner that it has not done the industry a great deal of good. Unfortunately, many of the operators had the profit angle only in mind and gave little attention to the quality of the product they are selling.

Some time ago, our organization made an extensive survey to find out just what location managers and owners think about the pop corn vending machines on their floors. In most cases, we found them dissatisfied, not with the profit, but with the service received, plus the fact that they received many complaints from customers on the quality and quantity of the product vended.

We also found that operators who distribute the machines place them in any location possible, apparently with little thought as to type of traffic, etc. Because of this, the sales in many of these locations were nil, and instead of keeping a constant check and moving the machine when this happened, it was left to care for itself.

You can appreciate what location owners do when their requests to have the machines taken out are ignored. They sour on pop corn in any manner, and all this does no good to the industry.

I believe the manufacturer of the vending machines is responsible in a big way for the failure of many operators of the vendors. He sells the operator on the terrific profit angle, and when the operator finds that he does not get the huge profit he immediately starts to cut corners. The requests we receive here for sources of supply on popped corn prove to us that operators shop around to find the cheapest corn possible.

As long as it is popped corn, it seems to be okay with the operators, and they even cut the quantity delivered to a surprising extent.

These are only a few of the things that enter into the falling off of the vending machine in sales of pop corn, and I can tell you that it has not helped the sale of pop corn in general. Many concession operators, of course, are also guilty and have used pop corn as a football.

To be sure, there has always been a mighty fine profit in the pop corn business, and it would continue that way if all the operators would do their best to turn out the finest product possible and then give the consumer their money's worth.

The commercial manufacturers who package pop corn for sale through retail stores have always taken the lead in the promotion of the product. They have worked together to bring about a greater interest in production and merchandising, and the publicity and advertising goes far in building up consumer use of pop corn.

To get the most results from all this promotion calls for the cooperation of all who process or sell pop corn, and too many operators of vendors are too short sighted to realize this.

I mentioned pop corn being used as a football. In your travels, look around and see just how much some of the concessionaires are giving for 10 or 15 cents and also check the quality of their product. I attended a hockey game in my city and was charged 15 cents for a box of pop corn that should not sell for more than a nickel. I realize they must pay a commission to the management, but this is entirely out of line.

Some theaters are also big offenders, and when you stop to consider that pop corn to them often means the difference between profit and loss, it is hard to believe they would kick it around so pathetically.

Mr. and Mrs. America like pop corn and will only buy more of it if we as an industry pool our efforts in bringing to them the finest product possible, and then give them their money's worth. Unless this is done, I feel safe in predicting that the short-sighted operator will kill the fatted calf. Only when the props are kicked out from under them will the short-sighted operator realize this, and then it will be too late.

Price-Cutting Evil Started

BETHLEHEM, Pa. — Unethical price-cutting practices and evils in the candy trade were condemned at a meeting of Pennsylvania candy manufacturers here recently. This is in keeping with reports published earlier in THE REVIEW that more may be heard in the candy trade about price-cutting evils as time goes on.

A leader among the manufacturers said: "During the flush war years the flourishing tradesmen promised themselves never again to engage in unfair selling tactics. But there are signs the promise has not been kept. Some have already shown indications of becoming panicky and are now ready to resort to the same practices which they so recently condemned."

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Demand For Cocoanut Marked By Grabbing Supply At Dock

NEW YORK—The latest report on the market for corn syrup dextrose and other corn sweeteners would indicate that candy manufacturers have reached the normal quiet of summer. The drop in demand is not any lower than usual, sellers report. The ice cream trade has boosted its use of corn products seasonally.

As long as sugar remains relatively high, the candy trade will use lots of corn sweeteners which must be sold at a price lower than cane sugar to compete. Dextrose, for example, usually must sell about a cent per pound cheaper than cane sugar to compete.

Cocoanut suppliers report that both the candy and bakery trade are taking a good supply of this ingredient and have not shown a slackening for the summer. Prices on cocoanut are remaining steady. During May candy manufacturers were taking cocoanut supplies at the docks, so heavy was the demand.

Cocoanut Supply Dwindling

CHICAGO — The growing popularity of cocoanut candies has extended over more than a year, and has led to more attention being given to potential supplies of the product and of copra, from which it comes.

The candy trade has heard that, unless Philippine copra exports in the remaining months of 1949 can be increased, there will be a declining total supply of cocoanut, cocoanut oil, etc. Attention has been called to this situation by declines in the supply of cocoanut oil during the early part of the year. Shipments of copra products from the Islands have been running lower each month this year than for the same month last year.

In Washington, it is reported that the President may not invoke a special tax that has been passed on imports of copra because of the reports that supplies may be smaller this year.

Candy Sales Off In Stores

WASHINGTON—While reports from various quarters are being watched for sidelights on candy sales, the Dept. of Commerce finally released a report on sales of candy and nuts in retail stores for the early part of the year.

The average for retail stores for the country over was running about one per cent below the same period last year in sales of candy and nuts. This is not a serious decline since the report is on dollar volume.

Transportation Show At NAMA Convention

CHICAGO — Transportation equipment will be on exhibit, probably for the first time at a convention of automatic merchandising, when the Ford Motor Co. makes its display at the 1949 convention and exhibit of the National Automatic Merchandising Assn., in Atlantic City, Nov. 27 to 30.

Truck and fleet experts from the Ford company will be at the convention to supply information on the relation of motor vehicle transportation and automatic merchandising. The Ford display will be arranged to show the latest offerings of the firm in trucks and also design and engineering advances.

The firm reports that the Howes-Shoemaker Co., a cigarette vending firm in Detroit, has had good experience with a new pickup truck which holds eight of the largest model vendors. The firm purchases cars for each of its route men on a cooperative basis, since each route man owns his own car.

More Nuts For Candy Making

CHICAGO — Greater quantities of tree nuts may be used in candy in the future, if candy manufacturers and the nut industry can get together on a better system for controlling supply and prices. Candy manufacturers are showing more interest in almonds, pecans, filberts, Brazils and nut meats of all kinds, although the candy trade has been reducing its use of peanuts for some time.

Candy makers hope for a system whereby nut supplies can be contracted on an annual or semi-annual basis, while the present marketing of nuts is said to be rather haphazard. Candy bars that contain the various kinds of tree nuts are said to have shown a steady level in consumer demand.

Detroiters Like Ginger Ale

DETROIT—The *Detroit Free Press* made a consumer survey to get information on the most popular flavors in soft drinks. Ginger ales ran a close second to cola drinks, while orange flavored drinks ran third. The percentage between first, second and third choice was rather small, indicating that colas have some close competitors.

Root beers and grape flavored drinks ranked fourth and fifth in popular choice. Among the cola drinks Coca-Cola led with 59 per cent of the votes and Pepsi getting first mention by 38 per cent. Vernor's led in ginger ales, Nesbitt's in the orange drink, and Hire's in the root beer field. Nu-Grape led in grape flavors and strawberry flavors had a high lead over cherry.

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"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"

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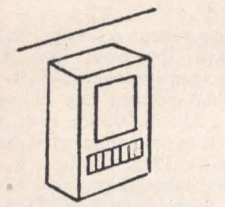

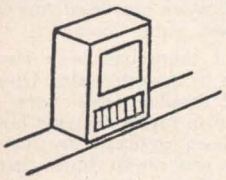

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CIGARETTE VENDING

Seedman Tells Salesmen About Vending Progress

NEW YORK—George M. Seedman, The Rowe Corp., championed the cause of automatic merchandising and also boosted the next annual convention of NAMA at a luncheon of the Sales Executive Club here recently.

As convention chairman for the next NAMA convention, scheduled for Atlantic City, Nov. 27-30, Seedman issued a hearty invitation to the representatives of business firms to attend. He said they would certainly gain ideas on how to sell more of their firm's products and might even see a machine that is already selling some of them.

The convention outlook is very encouraging, Seedman said. He said at least 145 of the total of 270 available booths had been sold before April 1, and that this meant sale of more than half the exhibit space more than seven months ahead of the show.

Seedman also told the salesmen some of the basic principles of automatic merchandising, that such a method does not compete with over-the-counter sales but in reality carries on in a field which retail stores cannot cover. He called automatic merchandising a new and fast-growing industry and said it had contributed much in creating jobs also maintaining the flow of many articles of merchandise. He said the field will expand faster than ever in the next five years.

The luncheon was a real conference on automatic vending, with a number of machines on display at the hotel, and also other speakers on the subject of vending. Louis E. Leverone, of Automatic Canteen Co.; Harry W. Alexander, of Chalex Corp., and an authority on distribution; and Robert S. Curtiss, department of concessions, Port of New York Authority, also spoke on phases and ideas in vending.

Most Cigarette Men Report Tourist Biz Boosts Vendors

by Walter Hurd

NEW YORK — The cigarette industry hailed the official government report on the May total output of cigarettes, showing a gain of nearly 9 per cent above the output for the same month last year. Special attention was given to the month's report because some concern had been shown about the April record which registered a decline in cigarette revenue stamp sales.

The best reason yet advanced for the decline in April is that wholesalers and retailers had been reducing inventories in keeping with the 1949 outlook. Some states have been reporting smaller cigarette sales, but the general outlook for national sales is a steady increase that will keep the current year well above last year. Hence, the year will add another to the long record of annual increases in cigarette consumption.

The maker of Camels was the first firm to report on its record for the first six months of the year, and hence shed some light on how brands are faring—from the manufacturer's viewpoint. Stockholders were told that sales of Camels are holding above the same period last year.

When the government reported on May revenue from cigarettes, that completed 11 months of the past fiscal tax year; cigarettes had shown a gain of nearly 2 per cent over the 11 months of the previous fiscal year. This confirms reports previously published here—that cigarette consumption is still climbing but the percentage of gain is being reduced.

The government also issues special reports on the tobacco wholesale trade, and the most recent report available confirms the view that wholesalers have been reducing their cigarette inventories; however, wholesalers in the North Central and South Atlantic districts had increased inventories and sales slightly. The official report said "extremely spotty conditions in tobacco wholesalers' sales were showing up in the geographical sub-divisions."

It is these sharp ups and downs in cigarette sales in different states that is puzzling the industry, and a factor on which THE REVIEW has undertaken to check at intervals with cigarette vendor operators. Cigarette consumption is presumed to remain fairly steady, and yet spotty conditions show up in different sections for reasons yet unexplained.

When the government report on cigarette decline in April appeared, THE REVIEW checked with cigarette operators to learn whether they had noticed any changes in cigarette sales. About 60 per cent of the operators reporting said their sales had declined thus far in 1949. While a majority reported smaller sales, there were no indications of any marked declines. Those who suggested a percentage put it at 5 to 8 per cent. Most operators expressed the decline with the modest word, "Some."

We asked if there had been any very recent changes in cigarette sales. Operators that reported smaller sales were about equally divided in saying that the cigarette decline had been gradual, or that there had been some very recent drops. Operators who reported higher sales also were about equally divided in saying there had been some very recent changes, or that changes had been gradual. Operators who assigned a reason for recent increases called it seasonal.

Operators reporting smaller sales usually ascribed the reason to "Unemployment."

A New England operator reported some facts and figures on his sales and said the decline had been gradual. This gradual decline may correspond with the general industrial decline in the New England states which has been reported under way for nearly two years.

But while the New England operator had smaller sales this year, he had an optimistic slant on it:

"While the decrease in number of cigarettes sold in May this year is somewhat less than a year ago, my profit is now 30 cents per carton against 10½ cents last May. Due to price increase in August 1948, at which time the machine price was raised

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8 Col. Rowe Royals	70.00
10 Col. Rowe Royals	70.00
10 Col. Rowe Presidents with Crusader-type operating bar	95.00

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. . . with new machines that maintain profits . . . enabling operators to build *additional* volume by installing old, but still serviceable equipment in

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that could not be covered before.

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from 20 to 23 cents per pack. Therefore, my profit is much larger, but the number of cigarettes sold is a little less."

Illinois, Indiana and Ohio reports seemed to agree on the fact of increased sales. Pennsylvania operators did not agree in reports, a majority reporting decreased sales while some reported seasonal increases. Reports of declining sales varied widely, including such states as Arizona, Michigan, Washington and Wisconsin.

With 40 states collecting a tax on cigarettes, it would seem possible to get general reports on sales and hence make comparisons. But very few of the states keep cigarette revenues separate from other taxes and still fewer make monthly reports on the revenues received.

With the summer tourist season on, operators were also asked if they profited to any extent on the tourist trade. The answers conformed, naturally, to well-known territorial lines. A big majority reported that they gained some from tourist travel, but an operator in Washington state commented: "Very little this year."

Cig. Manufacturers Report Excellent Sales Last Year

NEW YORK — The big manufacturers themselves have finally made their annual reports on 1948 sales, to give more data on the competition of brands. The experts had made their reports earlier in the year, one of them digested in the March REVIEW, page 41.

American Tobacco reports a net gain in total sales last year of nearly 7 per cent over 1947. Financial papers gave big play to the net income of the firm, showing a considerable gain over the previous year. Price increase on cigarettes helped the final net income of all the major manufacturers. The annual report stressed the high cost of tobacco last year and predicted that tobacco costs would continue high. Pall Malls made good sales gains last year and will be pushed in the current year.

Lorillard, maker of Old Golds, stated frankly in its annual report that the price increase last year helped earnings during the last five months of 1948, and also helped to offset costs that continued to rise. The firm announced an all-time high in its total sales. The firm is introducing a new brand, Embassy, in the king-size field. Last year was considered a good year for all brands in the king-size and to suggest a bright future for the type. Lorillard has a big new advertising program.

Federal tax regulations limit the king-size to some extent, and makers think the new style would soon take the popular lead once revenue rules are amended in their favor. Operators might then have to give them more consideration.

Liggett & Myers has under way a financing program but it also keeps pushing Chesterfields, credited with making sales gains last year of about 6 per cent.

Philip Morris claims a sales gain of 39 per cent last year, over 1947. Other estimates had given the brand a gain of about 24 per cent, and all the experts seemed to give Philip Morris credit for having made the biggest percentage gain among all brands.

The general reaction to the manufacturer's reports is that they provide the basis for another year of terrific competition. A number of the minor brands are getting into the fray, including Raleighs with a revived premium idea, and operators will do well to keep an eye on the gains being made by king-size brands.

Nielsen Staging Removal Sale

CHICAGO—After 42 years on Congress Street, Hecht Nielsen, Industry's largest veteran dealer in vending, is moving to make way for a new state and federal highway and is staging a mammoth removal sale prior to taking over the new quarters.

Present stock amounts to over 6000 penny and nickel merchandise vendors, plus thousands of other machines and supplies and is probably the largest single stock vending machines and accessories ever assembled under one management. Nielsen realizes the expense involved in moving such a large stock to new quarters and has slashed prices accordingly to reduce inventory to a minimum. No trades are being considered and it is anticipated hundreds of operators will partake in the tremendous savings the sale offers.

Nielsen is well known in the trade and is author of a series of articles known as "Half a Century of Operating."

NEW MACHINES...

Manufacturers are requested to send announcements of all new machines and products to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

AMI, Inc., 127 North Dearborn St., Chicago 2, Ill.—A new phonograph-television combination, developed in cooperation with General Electric Co.; location owner determines whether machine will offer TV program or play records; customers insert coins in booth or wall boxes; system permits use of as many as 20 sale units in booths where patrons may see program at rate of three minutes for a nickel; master set supplies TV signals continuously but booths sets use TV only when location owner switches onto it.

Availability: In test stage and production to be announced later.

ALCO-DEREE CO., 4300 North California Ave., Chicago 18, Ill.—A new model candy vendor, called *Candy-Mart;* offers 7-selection in an electrically operated machine; non-refrigerated; can be used on wall, floor or counter; capacity 400 to 500 bars, with full visibility of merchandise and also operation of mechanism for customer; solenoid power, no motors and push-button delivery; list price, $189.50.

Availability: Full production scheduled soon.

NOW DELIVERING

THE

NEW PX-8 ELECTRIC CIGARETTE MACHINE

WITH COIN CHANGER

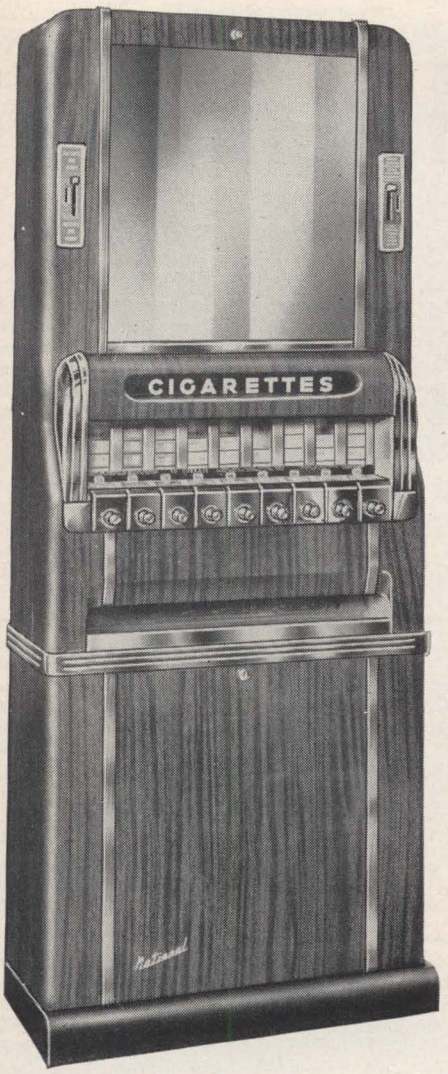
The Nickabob Company

2525 W. Pico Blvd. Los Angeles 6, Calif.

Phone: FAirfax 1107

It can't be imitated...it can't be matched

for PROFITABLE PERFORMANCE



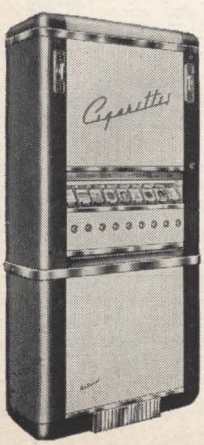
The BASIC MECHANISM OF NATIONAL 9M MAKES THE DIFFERENCE

NATIONAL'S basic mechanism...designed in 1936 and constantly improved...has made the 9M first choice of smart Operators everywhere. It stands out above all other Cigarette Merchandisers in simplicity of construction...in adaptability to price changes at no cost to Operator...in its unfailing efficiency. Not a made-over pre-war machine, but the last word in automatic merchandising—a machine built not only for today, but for tomorrow and next year...and with top trade-in value. Built of steel, trimmed in chrome and stainless steel, with beautiful mirror and fluorescent Label Brand display. Multiple coin insert (5c—10c—25c), central delivery, nine easy-to-load columns of 440-pack capacity. Penny box match assembly and nickel change-maker available.

NATIONAL VENDORS·INC·

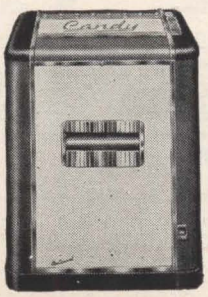
5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

MEMBER N. A. M. A. AND N. A. T. D.



NATIONAL 9E

Electrically-operated Conventional-Type Cigarette Merchandiser. Can be equipped with NATIONAL nickel Change-Maker.

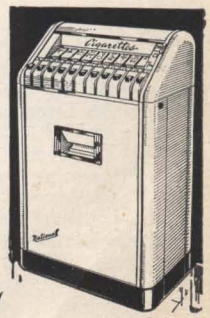


NATIONAL 8CE

Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes, many other items.

NATIONAL 9EC

The last word in Electrically-Operated, Console-Type Cigarette Merchandiser—with built-in Change-Maker and other exclusive NATIONAL features.



BELL-O-MATIC CORP., 4100 Fullerton Ave., Chicago 39, Ill.—A console bell, called the *Mills Duplex;* offered as "the world's lowest priced console bell"; uses standard Mills mechanism, using two coin chutes and made in six combinations of play; cabinet described as big, luxurious and rich in color.

Availability: Reported in production now.

CEDAR HILL FARMS, Cincinnati 7, Ohio.—A new milk dispenser, called *Dairi-Mart;* firm says vendor was developed from its long experience in vending milk; manually operated and will handle eight flavors; front servicing door, gravity feed, holds 80 bottles or cartons, with 300 in storage compartment; present model vends 1/3 quart cartons, while firm plans to build models that will dispense standard bottles and cartons.

Availability: One model in production now.

FRITTER CHEF, Inc., Los Angeles, Calif.—A machine to vend hot dogs, which will be a coin-operated model of dispenser used at fairs for two years; uses a specially prepared batter and shortening; size given as 6 ft. long by 21 inches wide; machine is hopper fed, wraps a coating of the batter around the hot dog, which is cooked as it goes through the shortening; tests are being made with a number of other food items, including shrimp.

Availability: Production to be announced later.

GENERAL CONSTRUCTION CORP., St. Petersburg 7, Fla.—A new line of cup type dispensers to have the trade name of *Icette;* offered in models for carbonated and non-carbonated drinks, 100 and 400-cup capacity; single flavor model now in production and two and three-flavor models will be made soon; firm uses its own coin changer; firm plans later models that will handle citrus juices, milk, etc. Carbonated dispenser measures both water and syrup by an electronic mechanism considered extremely accurate, and mixing by a new method employing high force; firm made bottle vendors before the war, now makes water coolers, refrigerators, etc.

Availability: Now producing one model.

HAMILTON SCALE CO., 214 Oliver St., Toledo 4, Ohio.—New models of its weighing scales; one offers a built-in National changer, as an added service to patrons; changer is not connected with weighing mechanism which operates as usual on insertion of penny; another model has two 1-column stamp vendors built into the upper part, but having no connection with the weighing mechanism.

Availability: To be announced later.

PIN POOL CO., Badger, Iowa.—A new table game which offers features of bowling and pool; table said to be 16 feet long and height of pin ball tables; playing field covered with green felt and object of game is to knock down 5-inch bowling pins with ball played with regulation cue; scoring as in bowling.

Availability: Reported in production now.

UNIVERSAL INDUSTRIES, Inc., 5737 North Broadway, Chicago 40, Ill.—A new 1-ball table game, called *Photo-Finish;* firm stresses such features as a completely illuminated playing field with indirect lighting, a special bumper action that provides Win, Place and Show attractions, eight special scoring features, an A-B-C-D idea with four lettered bumpers, automatic ball lift, odds never drop back, and others; free play convertible to 1- or 5-ball play, also automatic model.

Availability: Reported in full production.

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

CIGARETTE AND CANDY VENDING Machines. **Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack** parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SCALES WANTED Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

FREE MULTIPLE STAMP FOLDERS with advertising given with each order. Immediate delivery. Write for details. T. FLATTO, 17 West 60 St., New York City. (M-C)

A.B.T. CHALLENGERS Penny Pistol Targets, postwar, almost new, $15; seven, $95; have numerous other counter games; write for list. KING, 682 Plum St., Macon, Georgia. (JAS-P)

ADVANCE SANITARY NAPKINS and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

SALESMEN Vending machine experience; travel anywhere, to operators; candy bar venders, almond venders, postage stamps, picture machines, 5c Wrigley gum and Life Savers venders; top quality machines! Men in $20,000 year class apply SHIPMAN MFG. CO., 1326 S. Lorena, Los Angeles 23, Calif. (ASO-C)

BUY LATEX DIRECT THE FAMOUS PROTEX PROPHYLACTIC PACKAGE NOW COMPLETELY SEALED IN DU PONT CELLOPHANE. ELIMINATES ALL MACHINE JAMMING. TIGHT PACKAGE INCREASES MACHINE CAPACITY 20%. USED BY MAJORITY OF VENDING MACHINE OPERATORS. PROTEX IS PERFECTION IN QUALITY AND SANITATION. TRIAL TWO GROSS CARTON, $6.00. WRITE FOR QUANTITY PRICES. COMPLETE STOCK OF ADVANCE 21F MACHINES AND ALL PARTS. NATIONAL SANITARY SALES, 6654 N. TALMAN, CHICAGO 45, ILLINOIS. (ASO-P)

35 BRAND NEW POPCORN SEZ VENDORS $110 each. 25% cash, balance C. O. D. GEORGE GALEMBERT. 211 W. Wacker Drive, Chicago, Illinois. (ASO-P)

FOR SALE 5 Mills 3-Bells, 1947, good working order. Priced to sell, $200 each, 1/3 down, balance C. O. D. GATEWAY AMUSEMENT CO., 748 N. 5th Avenue, Pocatello, Idaho. Tel. 1764-J or 4040-W. (A-C)

WANTED TO BUY "E" and "A" model Uneeda-Paks. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish St., Philadelphia 4, Pennsylvania. (A-P)

COIN WRAPPERS Coin Counting Machines. Tubular Wrappers 1c, 5c, 10c, 25c 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. HAymarket 1-1088. (TF-C)

DECALCOMANIA TRANSFERS Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. **(TF-C)**

YOU CAN NOW BUY All Victor, Silver King and Northwestern machines on time payment. Twenty weeks to pay. Write for details. ROY TORR, Box D, Lansdowne, Pa. (4/50C)

CHARMS—LOWEST PRICES Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

STAMP FOLDERS Direct from manufacturer. Low, low price! Immediate delivery. Write for prices and samples. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn, N. Y. (J-C)

CIGARETTE MACHINES Modernize your old equipment by installing new KINGSIZE columns. For further information, kindly contact CENTRAL VENDING MACHINE SERVICE COMPANY, 3967 Parrish Street, Philadelphia (4), Pennsylvania. Phone EV 6-4244. (J-P)

APRIS PROPHYLACTICS for our Advance 21-F latex machines. Advance Sanitary Napkin machines and supplies. Write for information and prices. FOWLER COIN MACH. & DIST. CO., 3030 Crooks Road, Pontiac, Michigan. (ASO-P)

SURPLUS AUTOMATIC POPCORN VENDORS for sale. Emerson, TC or Landis. Good condition. Sacrifice price, $52.50, crated, F. O. B. Phoenix, Arizona. AUTOMATIC VENDORS OF ARIZONA, 4402 East Washington St., Phoenix, Arizona. (A-P)

DIGGERS Erie Diggers, hand operated; Exhibit Merchantmen, Mutoscopes, Buckleys Rotary Merchandisers; we buy, sell, exchange Diggers and Rotaries. NATIONAL, 4243 Sansom, Philadelphia, Pa. (A-P)

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Research, development, engineering skill combine to make KOFFEE KING the finest coffee vendor on the market. We've spared nothing to insure your getting a vendor that . . .

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Now it's up to you to exploit this new phase of automatic merchandising. The locations are there . . . recent statistics reveal fewer than 2000 coffee vendors on location in the entire nation . . . the profits are ready for plucking. Make your future in coffee vending; and, remember, the sky's the limit with

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VICTOR'S SENSATIONAL CUSTOM-BUILT UNIVERSAL

Designed and finished for easy servicing and long life. Made of finest materials and easy to keep clean. *Blue Hammerloid Finish.*

SPECIAL FINISH

Finest synthetic enamel. Beautiful high gloss red—smooth and extremely hard, tough and durable. Difficult to distinguish from actual porcelain. Available on all models at a small additional charge.

VICTOR'S GREAT NEW MONEY-MAKING TOPPER

Features new and practical ideas —yet Topper is so low in price that it pays for itself out of earnings in just a few weeks.

VICTOR'S MODEL V

THE CHOICE OF THOUSANDS OF SUCCESSFUL OPERATORS

Performance has proved this to be an outstanding vendor. Handsome, durable red wrinkle finish.

VICTOR'S HOT-POP

Non-Coin-Operated

The attractive, modern design and size of this revolutionary machine makes an instant hit on location. And the operator collects his profit in advance!

It's Victors Exclusively With Successful Operators

VICTOR VENDING CORP.

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